26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION MARCH 4, 1957 35¢ PER COPY

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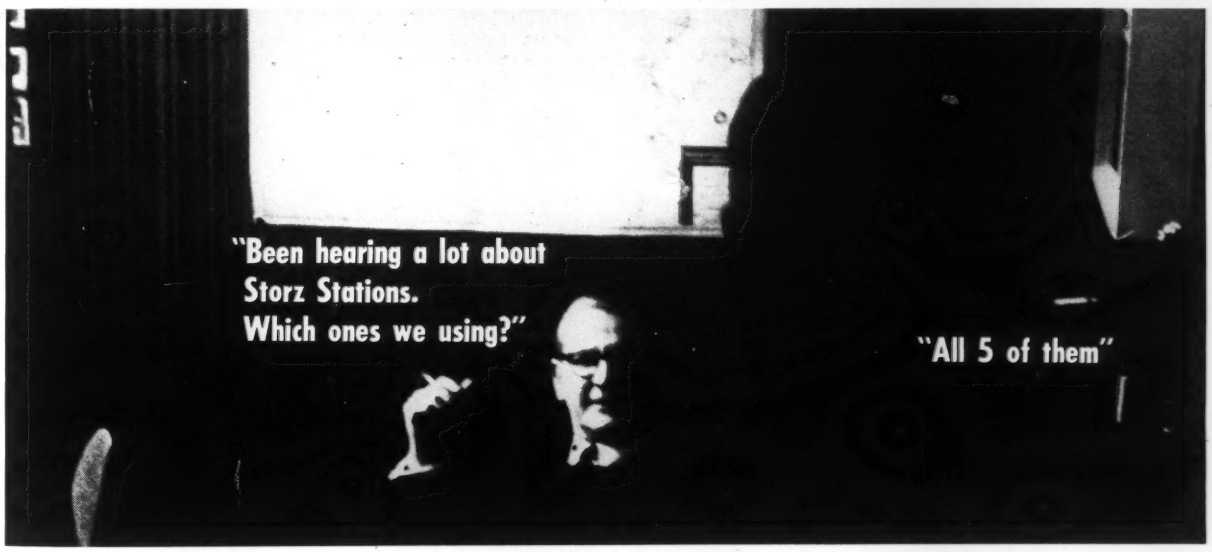
New record for radio

The deintermixture case

Spotlight on public service



In any of these 5 important markets . . . you talk to the big audiences with the Storz Station.

MINNEAPOLIS-ST. PAUL . . . with WDGY. January, 1957 Trendex puts WDGY first! Whether you prefer Trendex, Hooper, Nielsen or Pulse, WDGY has prime availabilities in first place segments in the report you like best. See John Blair or WDGY GM Steve Labunski.

OMAHA . . . with KOWH. Now in its sixth year of first place dominance. First on latest Hooper, Pulse and Trendex, in all time periods. Contact Adam Young Inc., or KOWH General Manager Virgil Sharpe.

KANSAS CITY . . . with WHB. First per Hooper, first per Area Nielsen, first per Area Pulse, first per Metro Pulse. 87% renewal rate among Kansas City's biggest advertisers proves dynamic sales power. See John Blair or WHB GM George W. Armstrong.

NEW ORLEANS . . . with WTIX. Month after month WTIX widens or maintains its first place position in New Orleans listening. First by a wide margin per latest Hooper. And first on Pulse (6 a.m.—6 p.m., Mon.-Fri.) Ask Adam Young Inc., or WTIX GM Fred Berthelson.

MIAMI . . . with WQAM. It's happened! With Storz Station programming, WQAM has leaped to first in the morning . . . first afternoon . . . and first all day with 30.1% average share of audience on latest Hooper. Covering all of Southern Florida with 5,000 watts on 560 kc. See John Blair or WQAM GM Jack Sandler.

The Storz Stations
Today's Radio for Today's Selling

TODD STORZ
President

U-N-D-I-S-P-U-T-A-B-L-E

DOMINANCE

WTVR

CHANNEL 6

RICHMOND, VIRGINIA

THE LATEST NOV.-DEC. PULSE SURVEY PROVES IT!

STATION		SHARE OF AUDIENCE
WTVR MON.-FRI. 6 PM-12 MID.	=	36
STATION "B" Mon.-Fri. 6 PM-12 Mid.	=	35
STATION "C" Mon.-Fri. 6 PM-12 Mid.	=	28

AND WTVR HAS 6 OUT OF THE 15 TOP WEEKLY PROGRAMS

PLUS 5 OUT OF THE 10 MULTI-WEEKLY PROGRAMS

DOMINANT IN HOMES REACHED

MONTHLY, WEEKLY AND DAILY—DAY AND NIGHT

SEE NIELSEN COVERAGE SURVEY #2

DOMINATE IN RESULTS

BY CALLING ANY BLAIR TV OFFICE

OR WILBUR M. HAVENS 5-8611

WTVR — RICHMOND, VA.

Now, 18 hours of

MUSIC

with 18 news shows daily on

WJIM-RADIO

Lansing, Michigan

say it with music

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

FOUR IN ONE PLUS

This one television station delivers four standard metropolitan area markets plus

- 917,320 TV sets
- 989,605 families
- 3½ million people
- $3⅔ billion retail sales
- $5¾ billion annual income

WGAL·TV

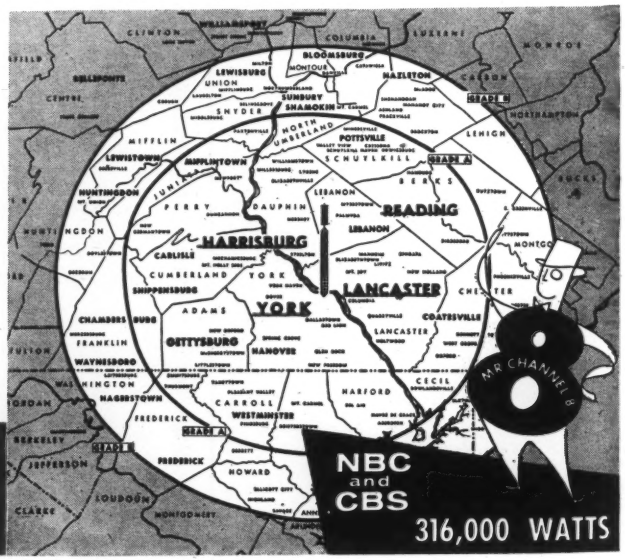
LANCASTER, PENNA.

NBC and CBS

STEINMAN STATION · Clair McCollough, Pres.

Representatives:
The MEEKER Company, Inc.
New York Chicago
Los Angeles San Francisco

CHANNEL 8 MULTI-CITY MARKET



closed circuit®

ANTITRUST INTEREST • Boston ch. 5 case—with *Boston Globe* accusing *Boston Herald-Traveler* of attempting to force newspaper merger—has aroused interest of Dept. of Justice and Rep. Emanuel Celler (D-N. Y.) According to unconfirmed reports, Justice Dept. sent man to Boston two weeks ago to look into possible antitrust aspects. Rep. Celler, chairman of House Antitrust Subcommittee, has reportedly told FCC Chairman McConnaughey he's interested in situation from antitrust point of view. FCC reportedly decided to favor *Herald-Traveler* application (WHDH) some weeks ago. Several pleadings on Globe protest have since been filed with FCC.

B•T

MOSS Subcommittee of House probing bottling up of information by government agencies and bureaus expects to get to Justice Dept. along in April. That one should be fiery. Dept. has been among most close-mouthed in government with its policy of "no talk except in court", and "can't talk about it as long as we are still looking into the matter."

B•T

PATENT PROBE • Grand jury impaneled in New York last week (CLOSED CIRCUIT, Feb. 25) has as its purpose inquiry into "international cartel" in television which, obviously, gets into patent licensing, cross-licensing and presumably would principally involve RCA. It's apparently in same area as Zenith suit against RCA and joined in by other companies.

B•T

JOHN V. BURNS got off to busy start Friday in first day on job as president of RCA. His take-over day, March 1, was also monthly board meeting day, so he had his first board session to attend in addition to getting acquainted with new presidential duties. Brig. Gen. David Sarnoff, RCA board chairman, presided over monthly session. Frank M. Folsom, whom Mr. Burns succeeded as president, is now chairman of board's executive committee.

B•T

SPOT OR DOT? • Radical new "flash" spot—about two seconds long—is about to be offered national advertisers by KRON-TV San Francisco which has been successfully selling such spot locally for past five months. Station is using electronic system, developed by Mechron, subsidiary of Chronicle Publishing Co. (licensee of KRON-TV), and tested on *Chronicle*-owned KBAK-TV Bakersfield, Calif. It permits nearly instantaneous switch after ID to network program (station is NBC-TV affiliate). Method permits 20-second announcements and then ID to be followed by two-second "spot," which, it's said, does not delay pickup of network service. Peters, Griffin, Woodward is station's representative.

SEVERAL advertising agencies are making pitch at New York Stock Exchange that it should use more radio and television to induce small investors to buy stock. Stock exchange is currently handled by Calkins & Holden, New York, and has used limited radio campaign in past.

B•T

QUESTIONS, QUESTIONS • FCC Network Study Staff has descended upon networks with new questionnaire on programming syndication activities generally along lines of data submitted to Celler Antitrust Subcommittee. Questionnaire, however, is far more exhaustive than Celler inquiry.

B•T

IT WILL be double convention time for CBS-TV affiliates again this April. Immediately preceding NARTB convention in Chicago they'll convene there, as last year, for two-day third annual conference with CBS-TV top officials April 5-6. But this time they'll be meeting in CBS-owned WBBM-TV's new building, not Conrad Hilton Hotel where NARTB convention opens April 7.

B•T

LONG TIME, NOW SEE • After many months, *ad hoc* tv committee named by Senate Commerce Committee has come out of its shell, and this on eve of resumption of committee's tv inquiry. MIT Prof. Edward L. Bowles, who is also assistant to president of Raytheon, conferred with Chairman Magnuson (D-Wash.) last Friday on 270-page draft of his preliminary study. Committee was appointed in June 1955 and comprises leading consulting engineers. Report contains no conclusions. It covers economics as well as engineering and was described by Sen. Magnuson as "a veritable Bible."

B•T

PRELIMINARY report, largely drafted by Dr. Bowles in consultation with committee members, was sent them last weekend for comments. After any revisions, it will be submitted to Magnuson committee, presumably along with request for funds to conduct depth study looking toward national policy on tv. Other committee members are C. M. Jansky, Jr., Jansky & Bailey; William B. Lodge, CBS; A. Earl Cullum; Donald Fink, Philco; Dr. Allen B. DuMont; William Duttera, NBC; Ralph N. Harmon, Westinghouse; Haraden Pratt, IRE; Edward Kenehan, FCC.

B•T

CHECK PLEASE • While Westinghouse Broadcasting Co. isn't saying anything about it, broadcast group is understood to have picked up tab in neighborhood of $75,000 for last week's public service programming conference in Boston (story page 69). WBC's recognition of creative executives' need for some kind of forum may trigger formation of national group of program officials from stations, networks and education organizations.

B•T

PROMINENT broadcaster and widely known network travel editor are quietly organizing six-week tour of Europe especially for broadcasters, with arrangements being made for interviews with heads of state and visits to continental radio installations. Departure date scheduled for late May. Group has retained Bob Richards, Washington, to handle public relations.

B•T

NON-EXCLUSIVE • Telecasting of NARTB convention segments during April 7-11 meeting in Chicago, proposed to President Harold E. Fellows by Oliver Treyz, ABC-TV vice president, involves complications that association hasn't worked out. While networking of proceedings appeals to convention managers, there's not going to be any exclusive grant to one network, if present thinking is followed. Association would only grant broadcast rights on pooled basis.

B•T

JACK BARTON, station relations director of NARTB for past year and for four preceding years in its station relations department, resigned last week. He has not announced future plans but intends to remain in broadcast station relations field.

B•T

SPOT MEASURE DUE • Clue to size of spot tv advertising roster will be pointed up shortly in compilation by Broadcast Advertisers Reports, which reports on commercial activity by monitoring networks and, at present, all stations in some 20 markets. Breakdown of its spot television findings for fourth quarter of 1956 shows total of 2,928 different brands used tv in 17 markets. Total included 1,101 national and major regional brands, 1,827 local or smaller regional brands.

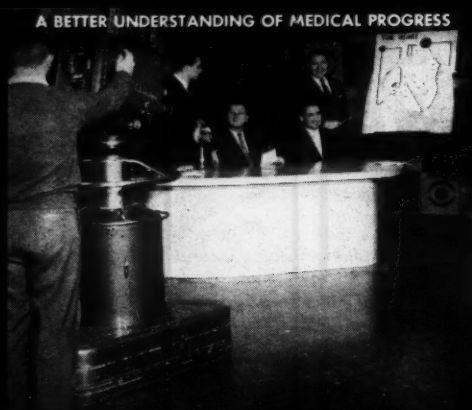
B•T

PLUCKED from annual report of John S. Knight, editor and publisher of Chicago Daily News: *"Made a profit of $2,750,000 through the sale of our stock [42%] in the Johnson-Kennedy Co. to WIND Inc., and the subsequent sale of our holding in WIND Inc. [27.7%] to the Westinghouse Electric [Broadcasting] Co." This record sale for am station, consummated last August, was for $5.3 million.*

B•T

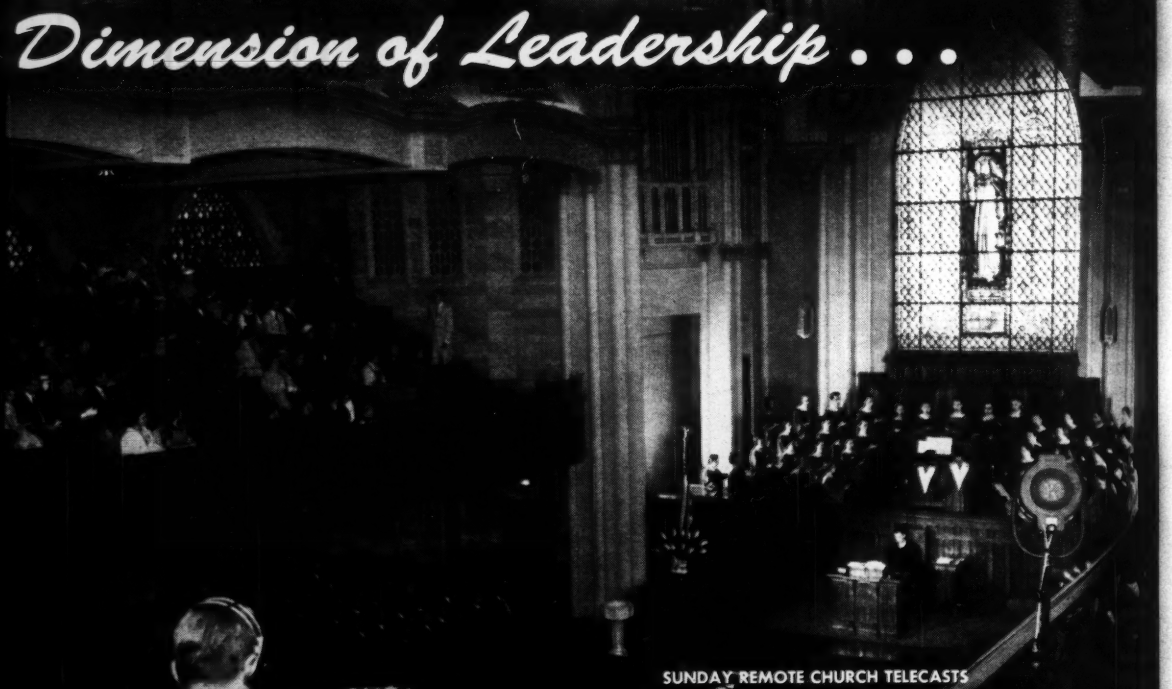
CLEAN MONEY • Evidence it pays to live with Television Code is piling up at WGN-TV Chicago. Since initial two-month transition period of cutting back commercials (it subscribed to code last Nov. 15), *Tribune* tv property enjoyed 10% boost in billings (Aug.-Jan.), after dropping nearly $600,000 worth of "hard-sell" and "pitch" business.

A BETTER UNDERSTANDING OF MEDICAL PROGRESS



AWARD WINNING HIGHWAY SAFETY PROGRAM

A Dimension of Leadership . . .



SUNDAY REMOTE CHURCH TELECASTS

TULSA PHILHARMONIC ORCHESTRA REHEARSAL

TULSA OPERA PRODUCTIONS

For nearly eight years Tulsa viewers have looked to KOTV as an integral part of their community. The dynamic force of KOTV television has been dedicated to enriching the lives and enlarging the experiences of this vast audience. Religious services are cast from Tulsa's many churches of various denominations, live presentations of Tulsa Opera productions, Tulsa Medical Society "House Call" and the award-winning safety program, "Freedom Cargo" reflect only a small part of the programs which have long identified KOTV as a prime motivating force in community life. KOTV, first in community service, first in business, first in television.

KOTV 6 CBS

Edward Petry & Co., Inc.

at deadline

WHY FOUR COMMISSIONERS DISSENTED TO FCC'S DEINTERMIXTURE DECISIONS

THERE were four commissioners who felt strongly enough about deintermixture actions taken by FCC last week to write full dissents. They were Comrs. John C. Doerfer and Richard A. Mack, who protested all situations where Commission majority deleted vhf assignment; and Comrs. Rosel H. Hyde and Robert T. Bartley, who objected in two cities where FCC majority refused to delete vhf channels. Condensed, each commissioners' attitude was as follows:

Doerfer—Felt deintermixture will not create incentive for manufacturers to build all-channel receivers or even be "significant contribution" promoting greater use of uhf channels. Most communities being unmixed already well saturated with uhf sets (Fresno, for example, already 100% converted). Sixth Report and Order made equitable distribution of frequencies to all people of U. S.; deintermixture action takes away facilities from people "merely to equalize" competitive opportunities of some broadcasters. Thousands of people in vhf fringe areas will lose only tv service. Vhf has twice coverage of uhf. Anyway, study now underway (Television Allocations Study Organization group) may not result in finding uhf able to supersede vhf. Most commissioners reluctant to move tv to uhf anyway (move of tv to uhf was premise of June 1956 FCC report). Thus, so-called interim deintermixtures may turn out to be permanent. "The spectrum belongs to the people—not the broadcasters. Nevertheless, the prior claims of those entitled to a first service and an equitable distribution of unequal facilities are now to be subrogated for the competitive well being of a few broadcasters."

Mack—Creation of small "islands" of uhf no help. Not broad enough departure from Sixth Report to give uhf incentive to develop. Recommended deletion not only of chs. 6 Schenectady, 9 Elmira and 10 Vail Mills, but also ch. 12 Binghamton and ch. 13 Utica, both N. Y. Thus major area would be all uhf. Suggested deleted vhf channels be held in reserve or used for safety and special radio services.

Hyde—Refusal to delete vhf channels in Hartford and Madison inconsistent with majority's actions in Elmira, Evansville, Fresno, Peoria, Springfield and Schenectady. As for Hartford, if ch. 3 cannot be used in or near Providence, why not assign it to non-commercial educational use, in lieu of uhf reservation.

Bartley—Actions in Madison and Hartford in conflict with actions in other areas where single vhf channels were deleted.

Following announcement of deintermixture in Peoria (see story, page 54), Henry P. Slane, president of uhf ch. 19 WTVH (TV), said power would be increased from 500,000 w to 1,000,000 w through use of new high-gain antenna at 660 ft. Project will entail additional $100,000 investment and RCA equipment will be used.

Group Opposing WMUR-TV Sale Applies for That Ch. 9 Facility

TV for New Hampshire Inc. Friday filed application with FCC for ch. 9 in Manchester, now held by WMUR-TV. Richard S. Robie and Robert P. Burroughs, majority stockholders, and others with interest in applicant are members of Committee for New Hampshire Tv, which protested sale of WMUR-TV to Storer Broadcasting Co. Storer purchase was conditioned on move of transmitter closer to Boston.

Robie-Burroughs group contends that move would make WMUR-TV Boston outlet and asked that application for ch. 9 be placed in comparative hearing when WMUR-TV seeks license renewal [expires April 1]. Group prefers to buy station and Feb. 25 made offer to present owners but has not received reply, applicant testified. Storer has been notified by FCC that hearing may be necessary on proposed purchase and transmitter move of WMUR-TV [B•T, Feb. 18].

New Hampshire Inc. asked 288 kw, put estimated construction costs at $501,420 with $530,850 for first year operation. Antenna, 1,026 ft. above average terrain, would be situated approximately five miles west of Manchester.

Also filed Friday: KCKT (TV) Great Bend, Kan., request for ch. 11 Garden City, Kan., to operate as satellite with 53.68 kw, antenna 540 ft. above average terrain. Estimated construction cost placed at $138,721 with $25,000 for operations first year. E. C. Wedell is president-14.97% stockholder of NBC-affiliated ch. 2 KCKT.

Buckley Denies WNEW Sale

REPORTS circulated widely Friday that deal had been set for sale of WNEW New York for record-setting $7 million-plus to DuMont Broadcasting Corp., but they were denied by Richard D. Buckley, president-general manager and approximately one-fourth owner of successful radio independent. No sale agreement had been reached, Mr. Buckley asserted. In addition to DuMont, which is licensee of WABD (TV) New York and WTTG (TV) Washington, Transcontinental Television Corp. (WROC-TV Rochester and 50% of WSVA-AM-TV Harrisonburg, Va.) understood to have been bidding for WNEW [CLOSED CIRCUIT, Feb. 25].

FULL CYCLE

IN interesting turnabout, CBS-TV, which has played *Schlitz Playhouse of Stars* program series on first-run basis, understood to have bought 104 films of same series from RKO Television, which purchased them one month ago from packager, Meridian Productions, New York. RKO Television paid about $1.2 million for films, marketing them under title of *Playhouse of Stars*, and CBS-TV said to have paid this sum for exclusive rights to programs for two-year period. Network said to be exploring possibility of using films as daytime strip.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 28.

THINKING OF YOU • Procter & Gamble, Cincinnati, and its agencies—Compton Adv., Benton & Bowles, Leo Burnett Co., Dancer-Fitzgerald-Sample, and Young & Rubicam—for next two weeks will be reviewing and reorganizing radio and tv budgets for next season.

BIRDSEYE BUYING • Birdseye Frozen Foods, N. Y., planning to allocate major budget, reportedly in neighborhood of $1,650,000, to radio spot announcement campaign in more than 100 markets and *Life* magazine insertions. Firm is using radio for its 86 products because of "flexibility" in pushing each product as seasons warrant. Young & Rubicam, N. Y., is agency.

SPICE IN RADIO • Shulton Inc. (Old Spice), Clifton, N. J., launching two separate 13-week radio spot campaigns on behalf of shaving lotion and accessory products in 20 markets, using up to 30 stations. First phase gets underway April 15, for 13 weeks, second phase Sept. 23, also 13 weeks. Agency: Wesley Assoc., N. Y.

COFFEE ACCOUNT • S. A. Schonbrunn & Co. (Savarin and Medaglia D'Oro coffees), N. Y., announcing appointment today (Mon.) of Foote, Cone & Belding to handle advertising of Savarin effective April 1. Account, which uses radio and tv spots and programs, is regional, formerly was serviced by Lawrence C. Gumbinner, N. Y. Other brand, Medaglia, continues to be handled by MacManus, John & Adams.

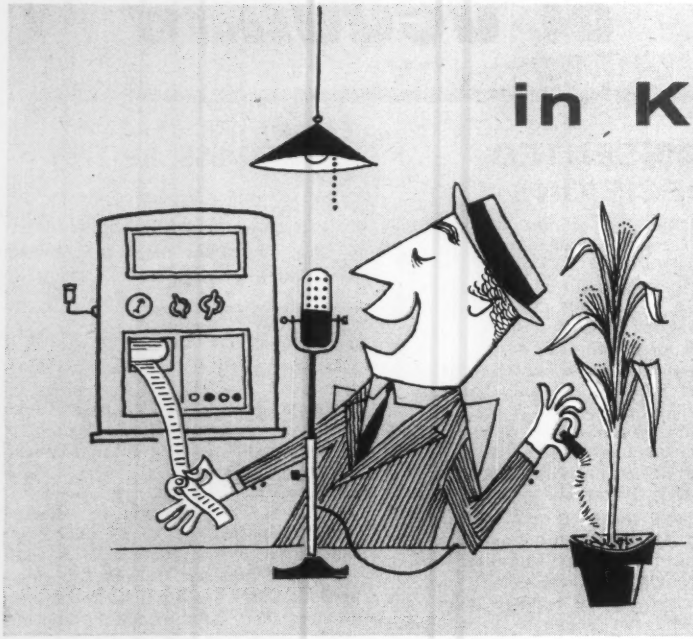
ACCELERATING • Radio spot runs in small Michigan-Ohio cities for Swiss Pine Importing Co. (bath salts and room deodorizers) to be expanded within next few weeks by addition of four new markets. Wesley Assoc., N. Y., is agency.

JUDICIAL SPOTS • Committee for Modern Courts, N. Y., composed of attorneys and private citizens interested in improving and modernizing court procedures, turning to radio spot announcements to put idea across. Committee is using one-minute announcements for one week starting March 11 on several stations in upstate New York.

CLOAK & DAGGER • Mennen Co., N. Y., planning to sponsor new film series entitled *OSS*, based on Office of Strategic Services World War II experiences and owned by L.S.Q. package firm, starting next fall. McCann-Erickson, N. Y., agency for Mennen, is talking to both ABC-TV and NBC-TV for specific time period.

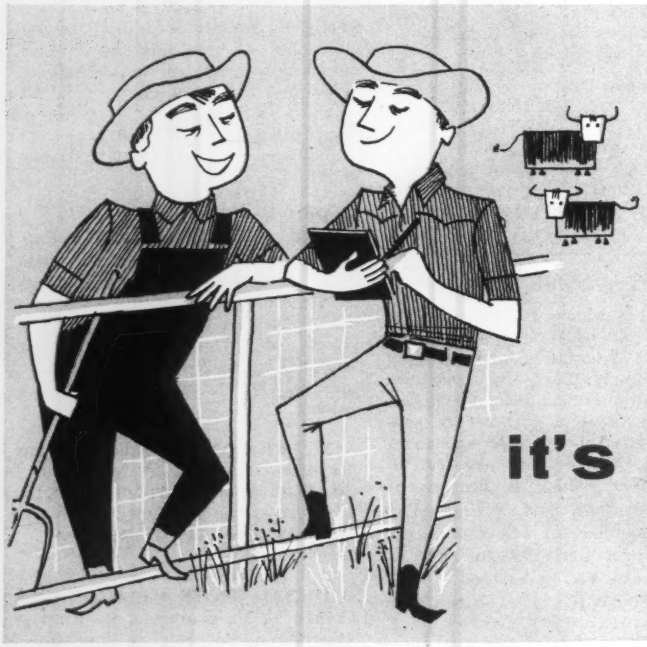
BELTONE BUSINESS • Beltone Hearing Aid Co., Chicago, to use three radio and two tv

Continues on page 9



in Kansas City

if you want teletype rural reporting there's a place to go



but if you want on-the-spot farm coverage in Mid-America

it's KCMO radio*

*Director of Agriculture — Jack Jackson
Market Reporter — George Stephens
Farm Reporter — Jack Wise

KCMO-Radio	**Kansas City**	**810 CBS**
WHEN-Radio	Syracuse	620 CBS
KPHO-Radio	Phoenix	910 ABC
WOW-Radio	Omaha	590 CBS

Joe Hartenbower, General Mgr.
R. W. Evans, Commercial Mgr.
Represented nationally by Katz Agency

KCMO . . . one of Meredith's Big 4 . . . All-Family Stations.

affiliated with Better Homes and Gardens and Successful Farming

at deadline

Comic Strips for Television Planned by Animated Filmakers

SOME major animated filmakers plan to introduce "cartoon serial" made specifically for tv, thus borrowing page from newspaper comic strips. One of first to do so will be CBS Terrytoons Div., CBS Inc., which shortly expects to unwrap *Tom Terrific*—strip of four-minute full animated episodes a day, five times weekly, for 65 weeks—probably placing it in CBS-TV's *Captain Kangaroo* program before assigning it to syndication.

UPA Pictures Inc. President Stephen Bosustow also said to be mulling cartoon serialization. UPA officials met Friday with Screen Gems to screen pilot film of 26-week project (daily five-minute sequences) titled *Danny Day of the Knights*. SG, if interested, will handle full syndication as it's been doing with products of recently acquired United Tv Corp. (Hygo).

Also understood to be considering production of "strips" is cartoonist Al Capp via RKO Television.

Official Offers New Sales Plan On 'American Legend' Series

OFFICIAL FILMS Inc., New York, which has distribution rights to 80 half-hour film programs of *Cavalcade of America* series owned by E. I. Du Pont de Nemours and is marketing them under title of *American Legend*, reportedly is offering programs under "new sales approach" which Official Films claims is "not a barter."

Under plan national advertisers may purchase middle commercial and/or opening billboard five days weekly in 50 to 70 markets but make purchase directly with station, with Official Films indicating when series is available. Official understood to have spotted first group of 39 programs in more than 50 markets, with sponsorship largely by financial institutions.

WBKB (TV) Schedules 'Luther'

WBKB (TV) Chicago has scheduled "Martin Luther" film for April 23 under sponsorship of Community Builders Inc. (construction firm). Announcement made Friday by Sterling C. Quinlan, ABC vice president in charge of station, and Robert Kendler, head of Community. Mr. Quinlan said station is prepared to give time "commercial or sustaining" to Roman Catholic Church to present views if it desires. Film was procured from Lutheran Church Productions through Maryland Adv. Agency. Film had been cancelled last December by WGN-TV Chicago, precipitating wide controversy (see earlier story on WGN-TV reply to FCC, WISN-TV Milwaukee plans to telecast, page 78).

KXYZ-AM-TV Sale to FCC

APPLICATION filed with FCC for approval of $600,000 sale of KXYZ-AM-TV Houston by Glenn H. McCarthy to Milton R. Underwood and family [B•T, Feb. 25]. Stations' balance sheet, dated Jan. 31, 1957, showed current assets of $170,840, total assets $528,923, current liabilities $130,836. Mr. Underwood, minority stockholder of KTHT Houston and KRIS Corpus Christi, Tex., to sell KTHT interest. ABC-affiliated KXYZ on 1320 kc with 5 kw; ch. 29 KXYZ-TV not yet on air.

HAVE PRODUCT, WILL TALK

JOHN M. WILLIAMS, brand publicity manager, Lever Bros., New York, has sent wires to some 35 radio and tv stations in Birmingham, Memphis and Knoxville areas suggesting that he be "interviewed" on air to "talk about latest new product, Imperial margarine, first premium margarine." By Friday, it's understood, he'd had more than score of acceptances.

Westinghouse Revere Award To National Safety Council

FIRST Westinghouse Broadcasting Co. "Paul Revere Award," for excellence in public service, presented Friday to National Safety Council as WBC wound up three-day public service programming conference (early story page 69). Council was cited for "programming directed toward safeguarding the lives of the American public." WBC President Donald H. McGannon made presentation to Ned H. Dearborn, executive director of council.

NARTB Asks Congress Exempt Small Stations From Wage Law

EXEMPTION of small market radio and tv stations from overtime provisions of minimum wage law asked Friday by Charles H. Tower, NARTB employer-employe relations manager. Appearing at Senate Labor subcommittee hearing, Mr. Tower said present law works hardship on large numbers of stations outside standard metropolitan areas. Affected by exemption from overtime provisions would be 2,000 radio and at least 25% of tv stations, he told subcommittee.

Gore Offer Equal Time Bill

SEN. Albert Gore (D-Tenn.) introduced measure in Senate Friday to amend Sec. 315 of Communications Act on equal time issue. Bill closely resembles one introduced by Sen. Warren G. Magnuson (D-Wash.) (see story page 66). It requires that candidate's party poll either 4% of popular vote or 1% of electoral vote in last national election.

WHTN-AM-FM to Join ABC

WHTN-AM-FM Huntington, W. Va., becomes affiliate of ABC Radio March 16. WHTN also continues as Mutual affiliate. WHTN-TV there also is ABC-TV affiliate. Stations are owned and operated by Cowles Broadcasting Co.

UPCOMING

March

March 8: Ohio Assn. of Radio & Television Broadcasters, Biltmore Hotel, Dayton.
March 8-10: Arkansas Broadcasters Assn., Hotel Marion, Little Rock.
March 10-11: Texas Assn. of Broadcasters, San Antonio.

For other Upcomings see page 127

PEOPLE

WILLIAM F. LAPORTE, president of Whitehall Pharmacal Co., N. Y., elected vice president of American Home Products Corp., parent company of Whitehall. **ELLIOT A. BOWLES,** executive vice president of Whitehall, succeeds Mr. Laporte as president.

DON DURGIN, moving from ABC to NBC, named NBC vice president for sales planning, tv network sales, at board meeting Friday. (Early story, page 98).

Songwriters Appeal to Magnuson

CONSPIRACY among broadcast networks, their affiliates and their recording companies has removed freedom in choice of music on radio or tv, Songwriters' Protective Assn. charged Friday during call on Chairman Warren G. Magnuson (D-Wash.), of Senate Commerce Committee.

Otto Harbach, representing SPA, led group of five composers who asked committee to conduct study of situation and provide legislative relief. Chairman Magnuson said he would take request under advisement.

Left with chairman was letter, generally along lines of ASCAP testimony before the Celler antitrust subcommittee last September. It was understood that group was told BMI would be afforded opportunity to reply to letter prior to determination of whether a hearing should be held.

More NBC-TV Plans in Works

MORE of NBC-TV's program thinking is being disclosed with following plans in mill for next season: New musical-variety show—probably in color—in Tuesday, 8-9 p.m. period would have Eddie Fisher and George Gobel billed as co-stars; Chevrolet will sponsor Bob Hope and Dinah Shore shows in 9-10 p.m. periods on Sunday with alternate sponsor not yet sold, moving Aluminum Co. of America to 9:30-10 p.m. slot on Monday with Alcoa possibly alternating with Goodyear Tire & Rubber Co., now alternating with Alcoa.

R&R Buys Scott Agency

RUTHRAUFF & Ryan, New York, has purchased M. B. Scott Co., Los Angeles advertising agency, whose billing is reported over $2 million. Scott firm will operate as M. B. Scott Co. division of R&R, it was announced by F. Kenneth Beirn, president of R&R. Scott has serviced and will continue to service such radio and tv advertisers as Robert Hall Clothes (West Coast) and Good Humor of California. All Scott personnel will remain in present capacities.

• BUSINESS BRIEFLY

Continues from page 7

network programs, plus spot tv and local media, in $350,000 spring advertising drive starting this month. Network properties: NBC-TV's *Today*, CBS-TV Pacific Network's *Pacific Panorama*, ABC's *Breakfast Club*, MBS' Gabriel Heatter, and NBC's *One Man's Family*. Agency: Olian & Bronner, Chicago.

LEVER ON NBC-TV • Lever Bros. has signed, on behalf of several products, for four quarter-hour segments weekly in *Tic Tac Dough* and *It Could Be You*, daytime shows on NBC-TV.

SPUD SPOTS • Philip Morris (Spud cigarettes), N. Y., placing five or six-week radio campaign in four eastern markets effective March 20. Agency: Ogilvy, Benson & Mather, N. Y.

the week in brief

RADIO RECORD: $487 MILLION

Surge upward from $456 million in 1955 shown by BROADCASTING *Yearbook, now being mailed. Biggest increase recorded in decade* 27

HOW TO SELECT MEDIA

Harold H. Dobberteen, of Bryan Houston, says this important function belongs to plans board and not to individual buyers 28

SATURATION RADIO REALLY WORKS

Agency, advertiser and station representative spokesmen join in paying respects to spot campaigns at New York club roundtable 29

STATION TALKS TO AGENCIES

Robert D. Murphy, KOA-TV Denver, tells broadcaster's side of story and offers some suggestions 35

ONE BAD APPLE IS TOO MANY

Sigurd S. Larmon, Young & Rubicam president, says popularity must be matched by responsibility..... 38

LOEW'S TV OUTLOOK BULLISH

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*Reg. U. S. Patent Office

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Another Dynamic 1st From KTLA, Channel 5

Los Angeles' 1st Commercial tv Station

GUARANTEED GREATER SALES IN GREATER LOS ANGELES

TREMENDOUS NEW MERCHANDISING PLUS MAKES KTLA BETTER BUY THAN EVER

AGENCIES, BROKERS, RETAILERS HAIL EXCLUSIVE TV TIEUP BETWEEN KTLA AND MIGHTY NEW CONSUMER PANEL

The "Missing Link" in consumer advertising!

Often times an advertiser spends thousands of dollars and never really knows if his campaign has paid off or not. Maybe the buyers buy. Maybe they don't. If they do, you never really know why. If they don't, you're even more confused.

But now, KTLA, the "family station" of Southern California, has solved this age-old problem in a manner which has agency veterans, hardened food brokers and skeptic retailers virtually unanimous in their praise and cooperation.

WE'VE SOLVED IT!

KTLA proudly announces it has obtained exclusive television rights to the merchandising services of the Continuing Consumer Panel of Research, a virtual army of volunteer consumers ready to sample, to report, to check market distribution and placement, and to put their stamp of approval on products which pass their actual test-by-use.

A whole new field of merchandising possibilities has thus opened up, and every KTLA advertiser, either present or future, will benefit from this close acknowledgement of the buying public's wants and needs.

This panel is organizing its members in every area of Greater Los Angeles. The panel will have eventually 10,000 women, statistically analyzed as to income, size of family, buying habits, and fifty other variables.

If you are looking for PLUS ADVERTISING returns in this lush Southern California market, you owe it to yourself or your clients to investigate the exciting possibilities of this exclusive new KTLA facility.

DRAMATIC NEW CONCEPT REDUCES AD COSTS TO "HAVE NOT" ACCOUNTS

"How can we afford to pay for advertising coverage we can't use?"

This problem, by accounts which have only scattered distribution, has long prevented hundreds of smaller businesses from cracking the lush Los Angeles market, keeping them in many cases from even attempting to advertise at all.

We now offer such accounts an opportunity to stage a full-scale thirteen-week advertising campaign, fortified by ALL of KTLA's new merchandising facilities on a cost basis that takes this lack of proper distribution into account.

Only ten non-competing items will be accepted for the first test of this "New Products" plan.

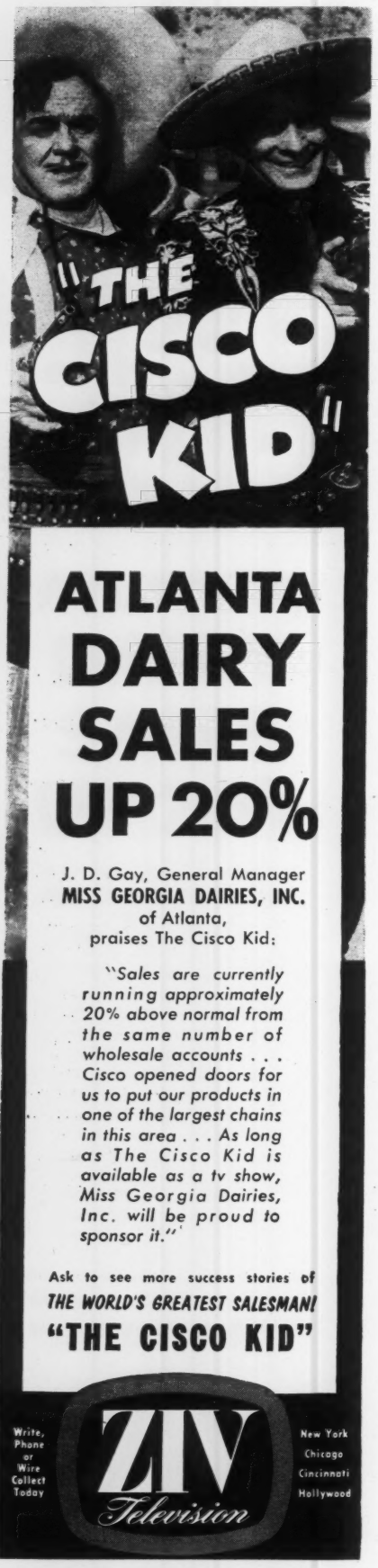
Check your nearest Raymer office at once to determine if you qualify under this plan.

- **Guaranteed Retail Stacks**
- **In Market Promotions**

KTLA CHANNEL 5

- **Complete Sampling, Testing, Reporting and Checking By C.C.P.R.**

REPRESENTED NATIONALLY BY PAUL H. RAYMER INC.


THE CISCO KID
ATLANTA DAIRY SALES UP 20%
J. D. Gay, General Manager
MISS GEORGIA DAIRIES, INC.
of Atlanta,
praises The Cisco Kid:
"Sales are currently running approximately 20% above normal from the same number of wholesale accounts . . . Cisco opened doors for us to put our products in one of the largest chains in this area . . . As long as The Cisco Kid is available as a tv show, Miss Georgia Dairies, Inc. will be proud to sponsor it."
Ask to see more success stories of
THE WORLD'S GREATEST SALESMAN!
"THE CISCO KID"
Write, Phone or Wire Collect Today
ZIV Television
New York
Chicago
Cincinnati
Hollywood

THE DEFENDER, PART 1

TELEVISION, in its search for new horizons, has spent the last 10 years experimenting with new formats with which to complement its curiosity and satisfy its fathomless hunger for material. Despite the fact that it gave to daytime tv the "cliffhanging" school of drama (e. g. soap opera)—originally fashioned by pre-sound Hollywood, then developed to the hilt by radio and the Hummerts—it never quite got around to giving the fellow who grinds out nighttime dramatic fare the same break.

Now comes CBS-TV's *Studio One* to set what will no doubt be a precedent of sorts. In Reginald Rose's "The Defender," the medium's first original two-part dramatic script, we have a play that suffers none for the 7-day interruption because it deals with a situation that is fraught with recesses—a murder trial. It is more than just another one of those tv courtroom dramas we've become accustomed to, for it's less concerned with a storyline than it is with seeing what makes the people tick who play so vital a role in our judicial system. In short, it's a cross examination of personalities. This is and has been Mr. Rose's forte, but seeing as how we won't know how this two-hour trial will end until tonight (Monday) it would be grossly unfair of us to pass judgment on his work until all the evidence is in.

So far, all evidence points to one of the most thoroughly-researched tv courthouse dramas on record. If the first hour was "dull," as some are wont to say, then we would wish them a seat in the jury box during the preliminaries of a manslaughter trial—days often dismissed by the lawyer as the "drudge." But the story isn't half as facinating as the way it's told.

What makes Mr. Rose's item gripping is the violence with which the assorted personalities clash with one another; the subplot conflicts between father-and-son defense attorneys, the *sotto voce* conversation of the spectators, the facial expressions in the gallery—all the little touches that speak for an observant writer. Perhaps most important is the consummate skill with which the actors—most of whom are products of tv—bring the characters to life.

What might be of considerable interest this evening is the way Mr. Rose will choose to close his story. Considering his avowed (and oft-expressed) antipathy to the pat and the obvious (and it was "obvious" that the real murderer is not on trial), "The Defender" may yet turn out to be that rare "cliffhanger" in which the hero gets his in the end.

Production costs: Approximately $40,000 per show.
Sponsored by Westinghouse Electric Corp. through McCann-Erickson on CBS-TV, Feb. 25 and March 4, 10-11 PM EST.
Writer: Reginald Rose; producer: Herbert Brodkin; director: Robert Mulligan; story consultant: William Yates; technical advisor: Jerome M. Leitner (N. Y. Bar Assn.); technical director: Ted Miller.
Cast: Ralph Bellamy, Martin Balsam, Steven McQueen, Ian Wolfe, Rudy Bond, Vivian Nathan and others.

MAKE UP YOUR MIND

ABC RADIO launched *Make Up Your Mind* in an apparent effort to attract the attention of the busy housewife with a discussion of problems centering around human relations and conduct. A panel of four persons, consisting of two regular panelists, a guest and an individual chosen from the audiences explores a question sent in by a listener. At the end, an opinion is offered by a trained psychologist.

The interest in such a program inevitably depends on the problems to be discussed. On last Tuesday's segment, the panel sought to give advice to a young lady who considered herself unattractive and to a person who had received a gift from an unidentified friend (in the later problem, the recipient of the gift felt she knew who the donor was because of the postmark on the package but was not certain). The first problem seemed "old hat" to this reviewer and the second not much a problem at all. With provocative questions to explore, this could be a lively quarter-hour show.

Production costs: Approximately $7,500 per week.
Offered for local co-op sale on ABC Radio (Mon.-Fri., 11:15-11:30 p.m. EST).
Producer: Arthur Henley; associate director: Murdock Pemberton; regular panelists: John S. Young and Edith Walton.

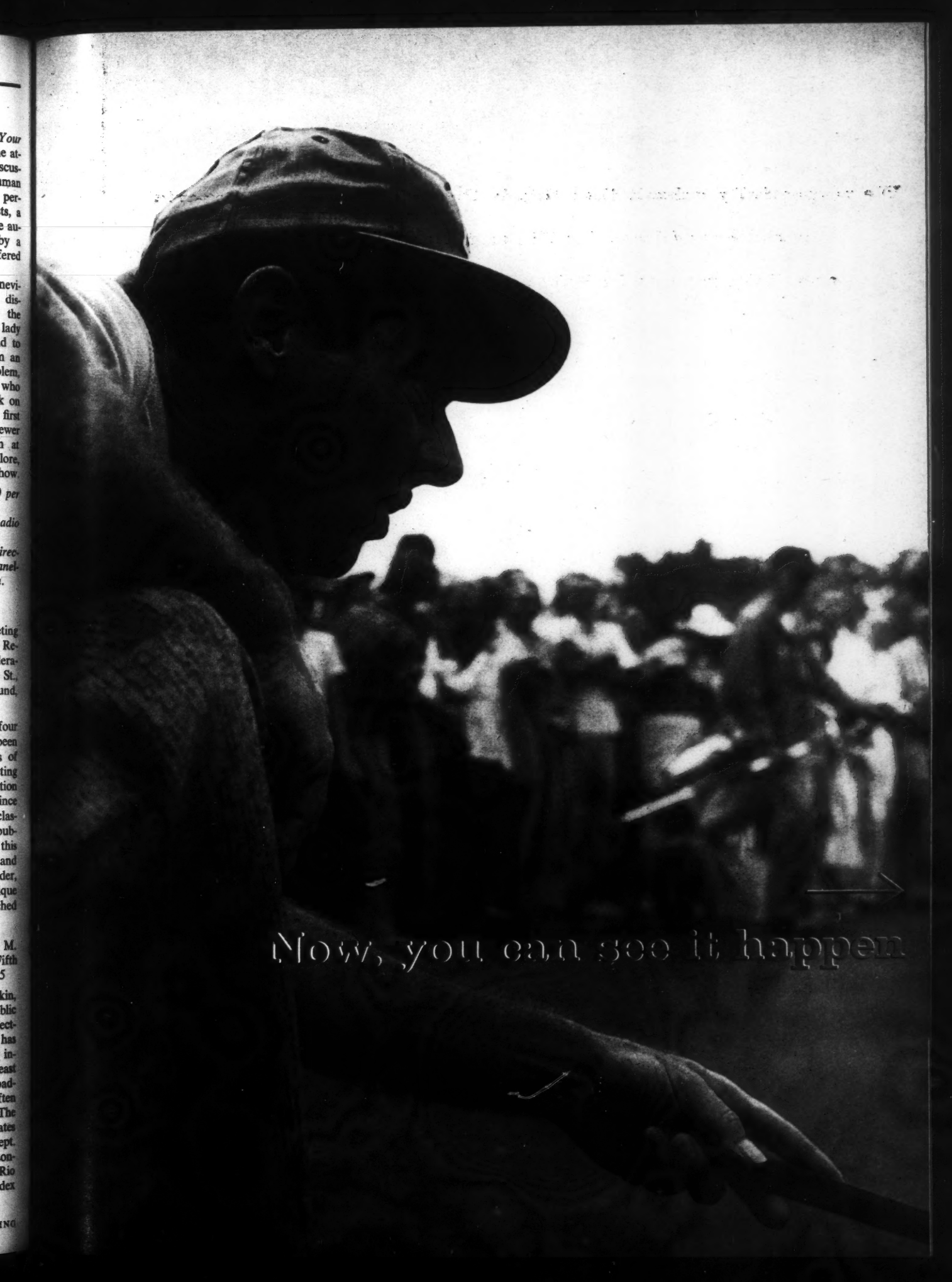
BOOKS

BOOKS for the Advertising and Marketing Man, published by the Bureau of Research & Education, Advertising Federation of America Inc., 250 W. 57th St., New York 19, N. Y.; 1957; paperbound, 37 pp.; $2.00.

SINCE 1935, the AFA has turned out four revisions of this handy guide to what's been written for, about and by practitioners of the persuasive arts of advertising, marketing and public relations. This is the fifth edition and encompasses the 20-year period since 1937, including 1,321 listings (in 60 classifications), 982 authors and 315 book publishers. AFA notes that a feature of this fifth edition is its emphasis on the new and most modern books in advertising. Older, out-of-print books (except those of unique and historical value) have been scratched from the current listings.

WHEN DID IT HAPPEN? by Stanford M. Mirkin. Ives Washburn Inc., 55 Fifth Ave., New York, N. Y. 434 pp. $5.75

FOR many years, Stanford M. Mirkin, senior editorial researcher, news and public affairs department, CBS, has been collecting meaningful dates as a hobby. He has parlayed this unusual avocation into an interesting book that should be of at least occasional use to writers, editors, broadcasters, librarians and teachers who often ask themselves: "When did it happen?" The entries are arranged chronologically by dates throughout the years. For instance the Sept. 2 listing begins with the Great Fire of London in 1666 and ends with the Treaty of Rio de Janeiro in 1947. A useful subject index is provided in the back of the book.


Now, you can see it happen

ALL-STAR GOLF

WE HAVE SIGNED THE WORLD'S GREATEST STARS

Thrilling one-hour 18-hole matches, with all the excitement and suspense of a *live* sports event—filmed especially for television. It will be a block-buster in every city on this or any hemisphere. There is nothing in TV that can be substituted for great sports competition.

This is the first time that modern TV techniques have been properly applied to the game of golf . . . we eliminate the "walks" and the "waits" . . . but we graphically capture all the shots and all the drama that make this game famous. Seven cameras photograph the action and every nuance . . . you *see* and you *hear* what's happening better than if you were there in person.

SORRY— Because of limited number of audition prints available, please don't write, wire or phone for prints unless you mean business!

Walter Schwimmer Co.

75 E. Wacker Drive, Chicago 1, Ill. / FRanklin 2-4392
527 Madison Ave., New York 22, N.Y. / ELdorado 5-4616

You can buy 13 shows with an option for 13 more. Remember, this is an hour show—and what a gold mine this "All-Star Golf" series will be for late spring and summer!

CARY MIDDLECOFF
Twice Winner of the National Open

ALL-STAR GOLF—produced by PETER DEMET, responsible for CHAMPIONSHIP BOWLING, America's most successful TV sports show

AM SNEAD – The greatest money winner in golf history

JULIUS BOROS – The World Champion at Tam-o'-Shanter in 1955

JACK BURKE Jr. – 1956 Golfer for the year–Masters and PGA winner

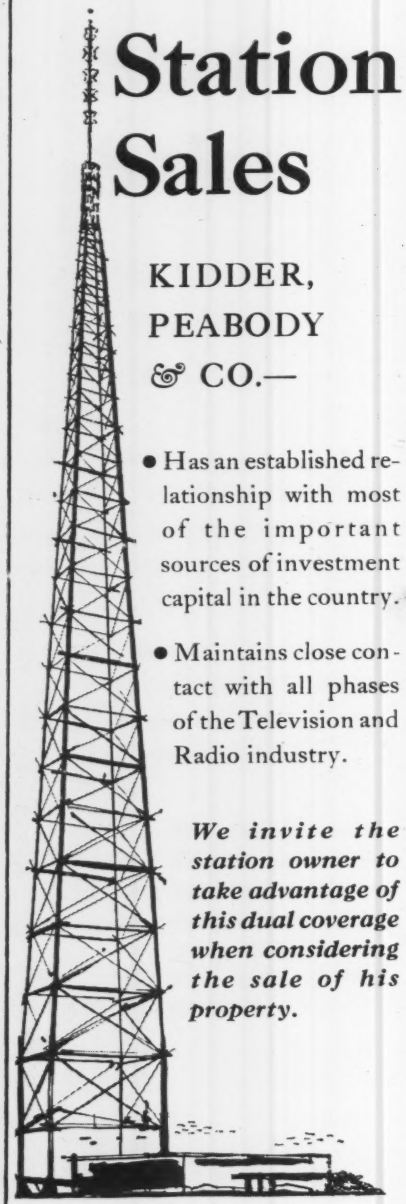
JIMMY DEMARET–1957 Thunderbird Invitational winner, Palm Springs

ED FURGOL – The U.S. Open Championship winner in 1956

DUTCH HARRISON – 1956 All American Championship winner

MIKE SOUCHAK – Was winner of the St. Paul Open in 1956

Station Sales



KIDDER, PEABODY & CO.—

- Has an established relationship with most of the important sources of investment capital in the country.
- Maintains close contact with all phases of the Television and Radio industry.

We invite the station owner to take advantage of this dual coverage when considering the sale of his property.

KIDDER, PEABODY & CO.
FOUNDED 1865

NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO

Offices and correspondents in thirty other principal cities in the United States

Address inquiries to:
ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

OPEN MIKE

Good Harvest

EDITOR:

On behalf of the National Assn. of Television & Radio Farm Directors please accept our sincere thanks for your splendid cooperation in connection with our first National Farm Broadcasting Day (Feb. 2). The event was an overwhelming success. Our organization could not have gained the momentum that it has in recent years had it not been for the many kind deeds extended by your publication in our behalf.

Jack Timmons, KWKH Shreveport
President, NATRFD

Birth of the ET

EDITOR:

Our mutual friend, Ed Voynow of the Edward Petry Co. [OUR RESPECTS, Feb. 4], talked about the first radio programs put on phonograph records. I'd like to amplify that account.

I was program director and chief announcer of WHT Chicago in 1927 when Raymond Soat, founder of National Radio Advertising Inc., came to me with the idea of recording radio programs. I said it was plausible but not very practical as the 78 rpm's could only take 2 minutes and 45 seconds playing time. That would mean 8 to 10 records for a half-hour program.

Mr. Soat had heard of a long-playing record being developed by Thomas Edison. We went to New Jersey, only to find that an option on the record had been given to a Newark station. When the station found that Maytag had bought 13 half-hour shows to be recorded, their demands for percentages were impossible, so we went back to the 2:45 minute discs.

The first script was Courtney Riley Cooper's "Yellow," whose circus background was ideal as records were a bit scratchy. The script called for a jaguar, but we had to change that to a lion as we could reproduce that animal's roar with the studio organ. Other sound effects: gun shots (slapping a leather automobile seat with a yardstick), the sound of rods against the cage (pipes from a local plumber).

It's funny now, but it wasn't then. I produced, directed, played the lead and three other voice parts—and was a fit subject for the cage myself. Casting wasn't easy, either. The heavy I converted from an insurance agent, the female lead was a blues singer (Gale Bandell), the crowd scene used the entire crew including a 10-piece brass band recruited from the Chicago Symphony.

Eventually we finished it. Then Mr. Soat faced another problem: Getting around the Federal Radio Commission proviso that you must announce before each record that it was a record. That, considering 8 to 10 records in a show, would sound ludicrous.

So off he went to Washington, to demonstrate the program for the FRC. They assembled in a suite at the Mayflower, the turntables in the bathroom, the horn in the sitting room. The Commission was pleased. Mr. Soat asked them to change the rules to read "The following program is electrically transcribed." Then and there the ET was born.

Patrick H. Barnes
Director of Public Affairs
WISN-AM-TV Milwaukee

Customer Sounds Off

EDITOR:

Through ignorance, thousands of station owners have theoretically put themselves and their heirs completely at the mercy of their suppliers [of various news services, transcription services, etc.] via signatures of contracts such as one of the news services which requires a 5-year firm initial term, cancellable only after the firm period and then on 2 years prior notice. In other words, the sucker is stuck for seven years at the gun!

Do the station's advertisers give it a two, three, five or seven year firm contract?

It is about time the industry gets up on its hind legs and tells its suppliers to offer reasonable contracts, or drop dead. Usually there is no excuse whatsoever for any contract to exist for a service which is not cancellable on 30 days' notice. A transcription service furnishing a large initial stock of ET's should receive protection via an initial firm term to cover possible loss in event of cancellation. A news service should be entitled to a short initial term guarantee to cover the cost of installing lines and a ticker. But their alleged initial installation cost includes the cost of the ticker itself which could readily be transferred anywhere, and which has a life expectancy of 20 years!

I for one am going to be the *first* person to eat from my radio operations, not the last or perhaps starve because of news, transcription and other long-term commitments holding prior liens.

Name withheld

Request Granted

EDITOR:

In the August or September issue of BROADCASTING • TELECASTING you had a story concerning a "Pepsi-Cola campaign" in Illinois and out on the West Coast. The general outline of the campaign was a tape recording of voices saying "Pepsi, please." I would certainly appreciate a copy of that issue of BROADCASTING • TELECASTING as we have a sponsor who is very interested in a campaign of like nature. This article would help me very much in refreshing my memory.

Harry Howard
Commercial Manager
KUZN West Monroe, La.

[EDITOR'S NOTE: The Aug. 20, 1956, issue of B•T, containing the story of the Pepsi-Cola campaign, has been sent to Mr. Howard].

Bringing home the bacon—when you can't!

WHEN family earnings are suspended due to accident or illness, loss-of-income insurance can fill the vacuum in the family budget with cash benefit payments that can be used to help meet living expenses.

Loss-of-income insurance is playing an important part in the overall national growth of voluntary health insurance. 30 million Americans have loss-of-income policies with insurance companies. And loss-of-income payments accounted for over one-third of the total $2,000,000,000 in benefits that the nation's insurance companies paid out to health insurance policyholders in 1956.

1957 will unquestionably show a dramatic further development of America's health insurance program. It will be our pleasure to report that story clearly and accurately as the central source of health insurance information for the public on behalf of the nation's insurance companies.

THE HEALTH INSURANCE INSTITUTE

488 MADISON AVENUE NEW YORK 22, NEW YORK

ALLARD-CADILLAC COURTESY WILFRED GRAY— EUROPEAN MOTORS OF INDIANAPOLIS, INC.

5000 Watts Full Time

KSO

1460 KC
Des Moines, Iowa

The rated "horsepower" of your selling message is up . . . You're using "premium-power" on KSO, Iowa's most powerful independent station. Music, news and sports continuously gives a "winners-circle" audience both day and night . . . Put *this* premium power to work for you!

5000 Watts Daytime

WXLW

950 KC
Indianapolis, Ind.

WXLW is a "Big Iron" in Indianapolis' rapidly growing market . . . Really "Barrel" your *sell* home to a ready market of financially capable buyers . . . use WXLW's "power-pack" of music and news programming from dawn to dusk. Get behind the wheel and get 100 bonus miles of coverage around the hub of Indiana!

Get the Facts from Your JOHN E. PEARSON Representative

IN THE PUBLIC INTEREST

Radio, Tv Networks, Stations Promote '57 Red Cross Drive

RADIO and tv networks and stations over the country gave the 1957 American Red Cross drive its initial boost last Thursday night (Feb. 28) with many programs and shows presenting tape recordings and film showings of President Eisenhower's appeal for funds to top the $95 million goal set for this year.

NARTB President Harold E. Fellows, who is serving as national Red Cross vice chairman for radio and television, directed the cooperation of networks, the Advertising Council and NARTB to kickoff this year's drive.

Special support for the campaign was given March 1 by the Radio-Tv-Newsreel Working Press Assn., with leading Red Cross officials appearing as guests on various shows that day.

Red Cross Sabbath and Sunday was to be observed March 2 and 3, and network religious programs were slated to present special features and appeals for the drive.

During the campaign month (March), newscasters and network shows will carry some form of Red Cross appeal on their programs. And disc jockeys across the nation will play the Red Cross song composed by Meredith Wilson and entitled "Share Your Luck," with vocals by Vaughn Monroe and Charlotte Peters. Radio stations will feature recorded spot appeals by many Hollywood entertainers. Also on discs are six spots translated into nine languages for foreign language outlets.

Assistance in the preparation of material for the 1957 campaign was given to the Red Cross by Sullivan, Stauffer, Colwell, & Bayles Inc., volunteer agency assigned to the Red Cross by the Advertising Council.

Telethon Nets $103,569

A star-studded 10-hour telethon on KTTV (TV) Los Angeles collected $103,569 for the Arthritis and Rheumatism Fund.

Series to Alleviate Tax Woes

WASHINGTON, D. C., residents in the throes of income-tax blues will get a lift from WWDC, there. Under auspices of the Treasury Dept., the station is presenting five programs dealing with "Your Income Tax," with experts from the internal revenue service answering questions on tax woes.

Home, Funds Collected for Family

WKBR Manchester, N. H., collected $15,000 and a house for a family that lost four children in a fire. The station simply reported the news; listener reaction was spontaneous. WKBR staffers worked until sign-off time handling donations, which ranged from unopened piggy banks to the 9-room house donated by a local bank.

Show Spurs Future Scientists

AS an incentive to study engineering, and in observance of National Engineering Week, WBNS-TV Columbus, Ohio, presented "Imagineering," a glimpse into the future for young viewers. A kinescope recording of the show will be available for schools and service groups.

LONG-TERM POWER DELIVERY

. . . through "proved-in" tube design

Using grid-flange design—an RCA development—this RCA power triode contributed to a new era in VHF operation.

HOW TO GET MORE HOURS FROM AN RCA-5762

- Hold filament voltage at 12.6 volts—right at tube terminals
- Operate each new tube as soon as you receive it
- Keep air-cooling system clean. It helps prevent tube and circuit damage caused by overheating
- Always operate tube within RCA ratings. Follow instructions packed with tube
- Handle tube carefully—to avoid mechanical damage
- Operate spare tubes periodically

Incorporated within this well-known air-cooled triode are some of the most unique technical advancements in the history of power-tube design. Many of these RCA techniques have evolved from experience gained over years of actual tube operation on the air. All of them contribute substantially to the remarkable endurance of this tube in day-in, day-out transmitter service—over many thousands of hours.

Backed by more than a quarter century of specialized experience in designing and building world-famous high-power tubes, RCA-5762's are paying dividends for broadcasters—continually—in lower tube costs per hour of operation, and in stable performance of the transmitter.

Your RCA Tube Distributor can handle your order for Type 5762's—promptly. Call him.

TUBES FOR BROADCASTING

Radio Corporation of America Harrison, N. J.

5000
LIVELY WATTS

20 to 1 power in the Central Michigan area.

WILS

24 hour broadcasting schedule—Local and national news 26 times a day.

LANSING

2nd busiest market in Michigan — 12th busiest market in the nation*.

*Consumer Markets

WILS
music news sports
1320 KC Represented Nationally by Venard, Rintoul & McConnell, Inc.

OUR RESPECTS

to Jules Dundes

CBS-OWNED radio stations through the years have evolved a pattern of emphasizing community service in the areas they cover, and Jules Dundes, vice president of CBS Radio in charge of station administration, not only believes strongly in this broadcasting philosophy but hopes to play a role in its expansion.

His convictions come as no surprise, considering he has spent his entire broadcasting career with CBS in the radio phase of the business. While realizing that some stations have prospered with a news-and-music format, he feels, after a 21-year association with CBS, that other approaches can be successful and more self-satisfying.

Mr. Dundes is one of a long line of CBS-bred executives who have learned the network's methodology in a series of posts at both the local and network level. He cites Arthur Hull Hayes, CBS Radio president, and Merle Jones, CBS-TV president, as outstanding examples of the network's policy of advancement from the company-owned station ranks, and adds there are numerous executives in other administrative and creative posts who have made the upward progression.

Mr. Dundes joined CBS in 1936 as a member of the promotion department. In 1940 he was appointed advertising and sales promotion manager for WABC (now WCBS) New York, network-owned radio station. In 1949 he was named director of sales and advertising for KCBS, the network-owned outlet in San Francisco. He advanced to general manager of that station in 1955, succeeding Mr. Hayes when he became president of CBS Radio. Early last year Mr. Dundes returned to New York as CBS Radio vice president in charge of advertising and promotion. Last November he assumed his present post.

Jules Dundes was born in the Bronx, N. Y., on Sept. 12, 1913, and attended local elementary schools and Townsend Harris Hall, then a New York public high school for superior students. He graduated from Columbia U. in 1933 with a B.S. degree, majoring in banking and finance. While attending college and through 1935, Mr. Dundes was a sports reporter for the *New York Post*. He was a jack-of-all-trades staffer for a year with the now-defunct advertising agency of Hallee Adv., New York, before beginning his long association with CBS in 1936.

AS vice president in charge of station administration, Mr. Dundes has overall supervision of the six CBS owned radio stations, CBS Radio Spot Sales and the Housewives Protective League, wholly-owned programming organization of the radio network. But he hastens to point out that CBS Radio grants considerable autonomy to its local station and division managers, and he exerts his influence only on occasions when matters of singular importance are at stake. He is the link between the owned radio stations, CBS Radio Spot Sales and HPL and the management's top echelon, and reports directly to Mr. Hayes.

He intimated that research might be conducted to ascertain the type of programming service a radio station could best provide in a television era, pointing out that no specific information of this type currently is available. He observed that music is one of the areas of programming in which radio can perform a more useful function than tv and that community service coverage is another facet in which radio appears to excel.

CBS-owned stations, Mr. Dundes explained, will by no means neglect entertainment. He noted that the stations through the years have developed a corps of local personalities, who are primarily entertainers and not disc jockeys. In consonance with the CBS emphasis on community-mindedness, personalities are encouraged to lend full support to local civic and charitable organizations and to participate in worthwhile projects.

Mr. Dundes envisions that the network stations, more and more, will mirror the needs and aspirations of the community they serve. In essence, he says, the accent will be placed on "news-in-depth" programming, covering documentaries on local conditions and interviews with people in the news, providing information and commentary on developments in the area.

Mr. Dundes married the former Frances Becker of New York 20 years ago. They have two daughters—Leslie Weir, 15, and Sue Resa, 9. The family home is in Scaresdale, N. Y.

He calls himself "a do-it-yourself addict" around the house. His favorite pastimes are photography and swimming. Since returning to New York he has had little time to join organizations there, but was active in various groups in the Bay Area during his seven-year stay. He is a member of the San Francisco Advertising Club and the Press and Union League Club.

Top Pulse and ARB Ratings Show...

THEY WENT THAT-A-WAY FOR

"the Sheriff of Cochise"

Produced for NTA by Desilu

Starring John Bromfield

#1 syndicated show
IN **EL PASO** KROD
with **36.3** (ARB, Dec.)

#1 syndicated show
ON **MINNEAPOLIS'** WCCO
with **19.3** (ARB, Dec.)

#1 syndicated show
IN **CHICAGO** WNBQ
with **16.8** (ARB, Jan.)

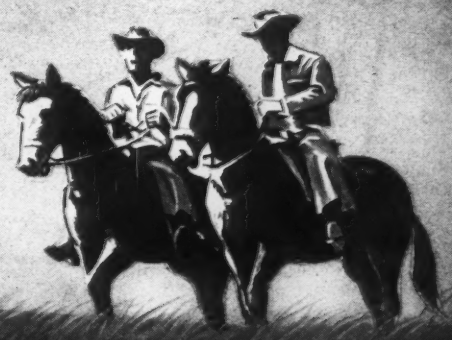
#1 syndicated show
ON **DETROIT'S** WWJ
with **21.9** (Pulse, Jan.)

#1 syndicated show
IN **PROVIDENCE** WPRO
with **28.5** (Pulse, Jan.)

#1 syndicated show
IN **PORTLAND, ME.'s** WCSH
with **25.3** (Pulse, Nov.)

DESCRIPTION: An action-packed *bang-up* adult Western that's sure-fire for all the family. A modern police show with a Western twang that when last seen sure was going places.

BIG REWARD to those who can place this terrific show, with the big following, in their markets, a few of which are still available. For full details, phone, wire, write or *lasso us today!*



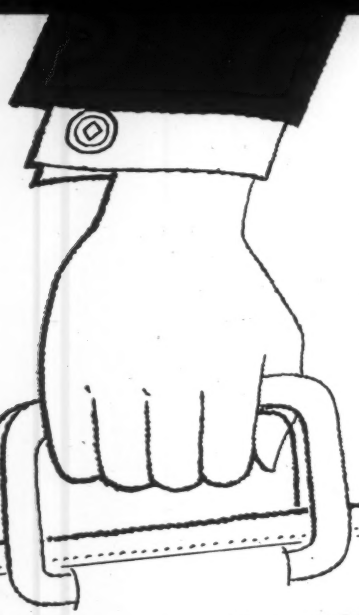
NTA

You Can't Head Him Off—So Better Join Him in the Markets Available! Reach, Pardner, for...

NATIONAL TELEFILM ASSOCIATES, INC.

60 W. 55th STREET • NEW YORK 19, N. Y. • PHONE: PLAZA 7-2100

So now go this-a-way →



Wait till you see what's now on the way

from NTA

6 GREAT NEW TV SERIES

produced by 20th CENTURY-FOX...

and produced by *Desilu* productions

En route to you from NTA are six wonderful new half-hour TV series produced by those two studios with the Olympic-like track records—20th Century-Fox and Desilu Productions.

They've applied all their skill and experience to create six—count 'em—six brilliant new TV offerings. And more will follow shortly.

Whatever your preference—mystery, adventure, comedy, romance—you'll find them all in this inspired half-dozen from these two truly great producers. Alert program buyers and advertisers keen to the fabulous success of Desilu-NTA's "The Sheriff of Cochise" (detailed on the preceding page), won't let much grass grow under their feet.

They'll get in touch with NTA *now*...to arrange for previews of the latest Big Six to emerge from NTA. And how do you do that? Why, it's simple! Just phone, wire or write NTA *today*. Since audiences went that-a-way for "The Sheriff of Cochise," go this-a-way for the *new* ones from NTA!

Mystery

OFFICIAL DETECTIVE

Exciting, action-crammed crime documentaries based on the authentic files of *Official Detective* Magazine, which hit a new high in intrigue, mystery and adventure. An adult crime series, produced with a distinctive polish.

Desilu

Human Interest

ANYTHING, INC.

A broke and unemployed guy and his gal, without special skills of any kind, advertise that they will do anything to earn a dollar. People then come to them with odd and remarkable jobs. High in human interest.

20th CENTURY-FOX

Intrigue

PERSONAL REPORT

Two ex-F.B.I. men establish themselves in an unusual business—filing personal reports arising from any type of personal problem. These range from investigating a murder to tracing the backgrounds of adopted children.

Desilu

Romantic Comedy

HOW TO MARRY A MILLIONAIRE

Based on the great popular film success that skyrocketed Marilyn Monroe's fame, this delightful new romantic comedy series recounts the misadventures of three beautiful girls on the loose for someone who's loaded.

20th CENTURY-FOX

Heart-warming Comedy

MOTHER IS A FRESHMAN

Inspired by another big 20th Century-Fox hit, this comedy series concerns an attractive mother who returns to college, where she is surrounded by enthusiastic, jazz-minded youngsters, one of whom is her own.

20th CENTURY-FOX

RIKKI OF THE ISLANDS

High-powered adventures of an eleven-year-old in the jungle, depicted with a maturity that will appeal to the entire family. A tropical Tom Sawyer, Rikki offers big merchandising opportunities.

Desilu

Adventure

. . . plus 4 more big ones coming

NTA

Arrange preview dates *now!* Today, phone, wire or write:

NATIONAL TELEFILM ASSOCIATES, INC.

60 W. 55th STREET • NEW YORK 19, N. Y. • PHONE: PLAZA 7-2100

CHICAGO • HOLLYWOOD • TORONTO • MEMPHIS • BOSTON • MINNEAPOLIS

WKHM's
CASS KAID

Gives FIRST AID to
JACKSON Advertisers!

Cass Kaid's a sure-cure
for a sales sag in Jackson!
This Disk Jockey favorite
brings rosy cheeked smiles
all the while from all
of his consistent advertisers.

WKHM's
CASS KAID

The SMILE on The DIAL

Cass Kaid's a household word in Jackson
. . . young or old, they love him!
NOBODY even comes close to his rating,
he tops them all by 3 to 1.

WKHM's
CASS KAID

Has the GIFT to put
a LIFT in sales!

. . . and what Cass doesn't sell, WKHM's
other outstanding NEWS and SPORTS
programs do! In the home or out . . . morning,
noon, night . . . 7 days a week, it's WKHM.

WKHM Jackson, Mich.

Fred A. Knorr, *President* • John O. Gilbert, *Managing Director*

Represented by Headley-Reed

save up to 15%

By Buying 2 or More of These Powerful Stations

WKMH Dearborn-Detroit
WKMF Flint, Mich.
WKHM Jackson, Mich. Jackson Broadcasting & Television Corp.
WSAM Saginaw, Mich.

BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

KNORR Broadcasting Corp. Affiliate

FILM MAKER

Bernice Coe

BERNICE COE, vice president and sales manager of Sterling Television Co., New York, is one of the few top women sales executives in the syndication film business. How does she get along with the men she supervises? "No trouble," she says, "in fact, they are a joy."

Miss Coe's progression to the sales manager's post began when she joined the company in 1949 when Sterling, which had been exclusively in the 16 mm field, shifted to television. Together with Saul J. Turell, president, she comprised the Sterling sales staff at the time. With the expansion of television and the accompanying growth of Sterling, sales personnel were added to the staff gradually and today total seven.

Bernice Coe is a native New Yorker, and has spent her entire life there except for a brief period in her childhood when her family lived in Newark. She was graduated from Vassar College with a degree in mathematics and earned her masters degree in education from Columbia.

Deciding against a teaching career, Miss Coe studied typing and stenography and obtained her first full-time job during the World War II period with Walter O. Gutlohn, New York, one of the pioneer 16 mm companies. Although this initial position with Gutlohn was "just a job" at the time, she learned all phases of the business and was later transferred to sales. Before joining Sterling, Miss Coe put in a stint on the sales staff of United World Films, the 16 mm division of Universal Pictures.

MISS Coe describes Sterling's "business philosophy" in this way: The company tries to provide a unique service to stations offering programming that is not available from any other source. For example, Sterling has garnered a large number of the most recent and best produced quarter-hour series and, according to Miss Coe, has more series of that time length than any other distributor. The company also has one of the largest short-subjects library for tv, numbering over 3,500 films.

The pert Miss Coe is one of the growing number of "business mothers." In private life she is the wife of playwright Barrie Stavis and the mother of Alexander Mark Stavis, 11 months. They live in mid-Manhattan. The family enjoys boating at its summer home in Bayshore, L.I. The couple recently returned from England where the Old Vic Company staged Mr. Stavis' latest play, "Lamp at Midnight." Other productions, Miss Coe reports happily, are scheduled for Paris, Buenos Aires and Tokyo.

KTBC-TV

is growing older . . .
taller . . . stronger . . .

APRIL 1st

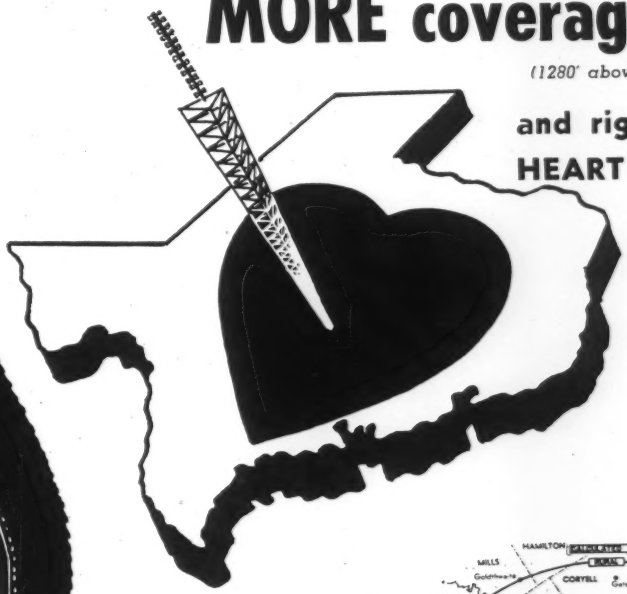
a TALLER tower . . .

(1137' above ground)

MORE coverage . . .

(1280' above average terrain)

and right in the HEART OF TEXAS



KTBC

CHANNEL 7
CBS • NBC • ABC
316 kw MAX.

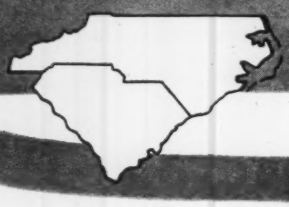
CBS

590 kc RADIO
CBS
5,000 watts (LS)

AUSTIN, TEXAS

Represented Nationally by
Paul H. Raymer Co., Inc.

Sales Power



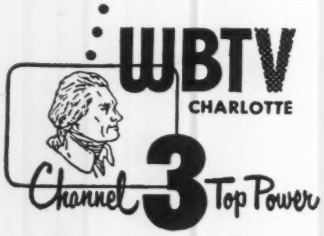
IN THE CAROLINAS

Axiom—The Sales Power of any advertising medium must be measured in terms of sales results.

Medium—Sales Power in the Carolinas finds its most successful measure in WBTV Television.

Dictum—WBTV Sales Power results directly from continuing Jefferson Standard leadership in all phases of television operation in the dynamic Carolinas.

Counsel—Let WBTV demonstrate its superior Sales Power for your product or service. Get quick results by phoning your nearest office of CBS Television Spot Sales!



JEFFERSON STANDARD BROADCASTING COMPANY

BROADCASTING TELECASTING

Vol. 52, No. 9 MARCH 4, 1957

NEW RECORD: $487 MILLION FOR RADIO

- **1956 net time sales climb to highest point in medium's history**
- **As if that wasn't enough, Sweeney predicts $2 billion by 1966**

LET THERE BE no sad songs for radio. It reached $486,889,000 in net time sales in 1956—the best year in history.

This figure is an especially happy one, for it means the medium is again on the upward course from which it detoured in 1954. Net time sales in 1953 were $477,206,000. They dropped in 1954 to $451,330,000, then regained to $456,481,000 in 1955.

If these facts are not enough to insure optimism for the medium, a prediction last week by RAB's Kevin Sweeney should: He foresees radio billings close to $2 billion by 1966 (see below).

The 1956 total—estimated by B•T in its 1957 BROADCASTNG YEARBOOK (now in the mails)—is a 6.7% increase over 1955, and the healthiest percentage increase since 1948's 11.4% gain.

Following inexorably the trend since the advent of strong television competition in 1948, network radio revenues declined again—down $13,342,000 to a total of $46,926,000. The corollary trend—a rise in spot and local revenues—also held true. Spot jumped $19 million (17.6%) to a record $141,592,000. Local was up $21 million (7.9%) to a record $293,564,000. The two categories combined to represent almost 80% of 1956 sales.

Regional network time sales in 1956 were $4,807,000 (26.2% gain).

B•T's estimated totals are net time sales after all frequency and promotional discounts but before deduction of commissions to advertising agencies and sales representatives and other sales expenses. They are based on data gathered in a survey of a large and statistically reliable sample of all classes of stations. Their accuracy is testified to by a comparison of B•T's 1955 estimate published early last year and the official FCC figures, not released until January this year: B•T $455,649,000—FCC $456,481,000.

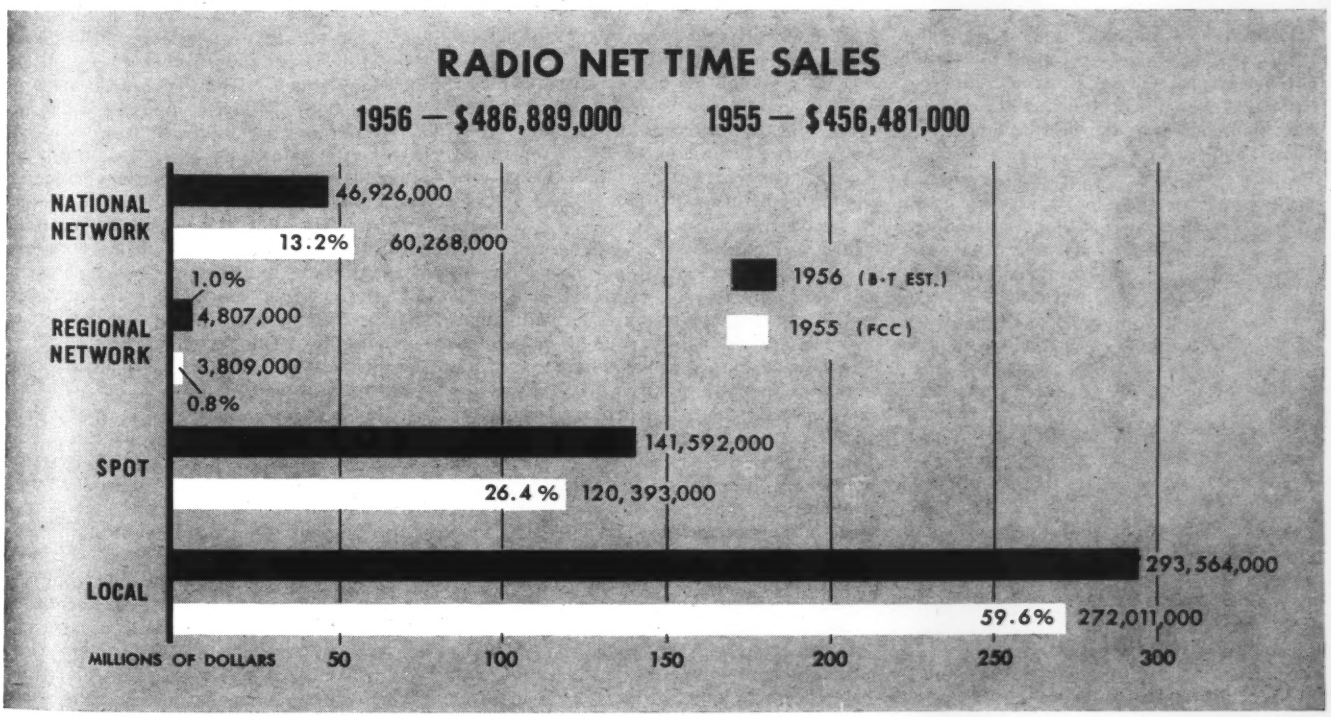
$2 BILLION BY 1966?

U. S. ADVERTISING expenditures will exceed 18 billion dollars annually by 1966 and radio's share of this total will be close to $2 billion annually, Kevin Sweeney, president of Radio Advertising Bureau, told the Oklahoma City Advertising Club Wednesday.

"This will represent a tripling of radio's current annual billing during the next decade," the RAB president said. "But this growth will not alter the present sources of radio's business. Local advertisers will still contribute more than 60% of radio's billing in 1966 just as they did in 1956."

Business from national advertisers is continuing to expand rapidly for radio stations, the RAB executive said. "Not only are advertisers among the top 100 returning to radio with multi-million dollar budgets—for example Lever Bros. and virtually every cigarette manufacturer—but the medium-sized advertiser has found he has no other place to go if he wishes to purchase mass impact within a reasonable budget."

However, it is increased local business that will do most to push radio's share of total U. S. advertising from its current 7% to at least 11% in 1966, Mr. Sweeney said.



THE RADIO YEARBOOK IS IN THE MAILS

THE 1957 BROADCASTING YEARBOOK and MARKETBOOK, 23d edition of an annual series of reference works published by B•T uninterruptedly since 1935, is in the mails to subscribers.

As in its predecessors, major feature of this new volume is the radio station directory which lists every am and fm station in the United States, Canada and the Mexican-Caribbean area countries. Besides call letters, power, frequency and year station began operation, the listings include other such pertinent data as the street address, telephone number, names of licensee, chief executive and personnel specialists.

Continuing a feature started three years ago, the 1957 yearbook includes market data for every one of the more than 3,000 U. S. counties. Besides official population figures, the market data covers the latest available number of radio homes, total retail sales, and individual food and drug sales, as well as the number of passenger automobiles.

The exclusive B•T estimate of radio billings for national and regional networks, spot and local business for 1956, together with similar net billings figures dating back to 1935, is another continuing feature. As in the past annual editions of the yearbook, Arthur C. Neilsen, president of A. C. Neilsen Co., market research firm, analyzes the radio audience trend.

Revised is the directory of U. S. stations carrying foreign language programs as well as stations specializing in Negro programming.

Updated to Jan. 1, 1957, are the yearbook's complete listing of consulting engineers and attorneys admitted to practice before the FCC, executives of all the radio networks, RCA (parent company of NBC), Columbia Broadcasting System Inc. (parent company of CBS Radio), Federal Communications Commission, National Assn. of Radio & Television Broadcasters and Radio Advertising Bureau.

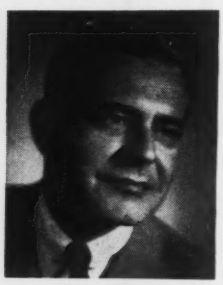
Listed in the new yearbook under their respective categories and updated to Jan. 1, 1957, are regional networks and their members, station representatives and their lists, equipment manufacturers and their products, program organizations and their services, advertising agencies and their clients, labor unions, trade associations, and other organizations connected with the broadcasting industry. Group ownership and newspaper ownership of radio stations are also detailed.

This is the radio counterpart of the 1956-57 TELECASTING YEARBOOK & MARKETBOOK currently in use. The 1957-58 tv yearbook will be published in August.

In addition to the subscriber copies now in the mails, a limited number of copies will be available at $3. Order through B•T headquarters, 1735 DeSales St. N.W., Washington 6, D. C.

AGENCY PLANS BOARD SHOULD PICK MEDIA TO BE USED—DOBBERTEEN

SOMEBODY at the agency has to select the media to be used, and according to Harold H. Dobberteen, a Bryan Houston vice president, this function belongs with a plans board, not, for example, with the timebuyer.



MR. DOBBERTEEN

Mr. Dobberteen, who is Bryan Houston's director of media, was the speaker on "Media Planning" Tuesday before the Radio & Television Executives Society's timebuying and selling seminar in New York.

Referring to ABC's presentations in New York and Chicago earlier in the month [B•T, Feb. 18], Mr. Dobberteen took note of the statement made there that "more and more, the decision on network radio will be moved from the timebuyer's desk to the plans board table."

Of this, he said: "In my judgment no truer words were ever spoken, nor has there ever been a more important prediction made in our industry which will do it so much good and put our general marketing operations on a sounder basis.

"After all the major decisions on media strategy should not be made on a unilateral basis, but by a *group* of executives. We know that good media ideas are not, never were, and never will be, the exclusive possession of media departments."

Aware that many in the audience were agency timebuyers, Mr. Dobberteen commented, "Believe me, I am not trying to frighten you. This quotation from ABC is not to say that opportunities for individuals in media work will be closed or limited. Actually it places a greater premium on every individual in media work."

"You have all heard about adapting the media plan to the copy platform; you have heard about the "necessity" of modifying media selection to the message. You have probably encountered this many times in your buying and selling," he said.

"But I wonder if you have heard as much about the new idea of adapting the message to the medium; how many have thought about creating a mood perfectly compatible and consistent with the medium; a technique which actually captures the medium and capitalizes on the franchise which it owns?

"Yes, it sure takes imagination! This approach can go a step further and harness the power of a social or economic trend to the campaign. . . . These ideas can do more than the other negative approach so common in the past."

In pointing up the complexity of media selection today, Mr. Dobberteen emphasized the rapidity of change in the two broadcasting media. Even today, he pointed out, at a time when tv has a degree of maturity, it is changing even more than during past years. His examples: "The signs of an emerging network of major stature (and) let me remind you that it was only a few short years ago that a debate was taking place as to whether or not there could be a third major network," and the "dramatic consequences of the release of major Hollywood features and the impact and effect on people, station revenue, spot schedules, competitive programming and listening habits."

He asked his audience to look at that "rapidly changing world," of "emerging new patterns of programming, of listening, of buying and selling of radio. New pricing structures are established and quickly give way to still newer ones."

The Basics of Buying

But despite these complexities and rapid changes, Mr. Dobberteen noted that "in its simplest terms the media business boils down to circulating effective advertising messages to the right people, in the right places, at the right times. We use, for the most part, the existing channels of communication and it is the selection of these specific types of media that we want to discuss today."

He then proceeded to outline "four major problems in current advertising strategy": (1) "the growing bulk of total advertising reduces the effect of any given amount of advertising," (2) increased costs of advertising, (3) how to keep away from indecision "and the influence of little people" and (4) how to sharpen approaches to people by developing and creating new media patterns that are both effective and more economical.

He outlined the following factors as contributing to media selection: Product characteristics and uses, market characteristics (people and geography), merchandising factors that affect the product and retail distribution; the investment to do a "significant job"; flexibility requirements; economy or "the cost per contract"; authority, prestige and compatibility; year-round effort or perhaps lack of it; the effective presentation of the product and story, and finally, competitive efforts.

Mr. Dobberteen at great length explained that all media planners have access to the basic or "common set" of "marketing facts." But, he reminded, it is what is done with the facts, imaginatively and creatively, which contribute to making the most of any medium.

Speaker at tomorrow's timebuying and selling luncheon at the Hotel Shelton in New York will be Ben Gadalecia, associate director of research at BBDO, New York. He will talk on "Yardstick for Advertising Effectiveness."

ADVERTISER, AGENCY, REP. CHIEF ALL SING PAEANS TO SPOT RADIO

SATURATION RADIO "works" for the agency, "pays" for the advertiser and for the time salesmen can't be "approached" by any other medium.

In this way, agency, advertiser and station representative joined in a chorus of testimonials on behalf of saturation radio at last Wednesday's roundtable session of the Radio & Television Executives Society held at the Roosevelt Hotel in New York.

It was the second such round of plaudits for the radio timebuying technique in seven working days. The first was presented at an RTES timebuying and selling seminar in New York Feb. 19 [B•T, Feb. 25].

David J. Mahoney, president of Good Humor Corp., credited saturation radio as "the whole answer to that company's 5-year (1950-55) sales rise of 40% and profit rise of 60%. (Mr. Mahoney was president of his own advertising agency, David J. Mahoney Inc., New York, until 1955.) He warned that too many people talk about radio in terms of costs and sales but are afraid to mention profits. It must be sold on the profit motif, he said.

The question in this area, Mr. Mahoney asserted is, "does it pay or doesn't it?" His answer: "I'm convinced it does."

Saturation radio means many things to many people, according to Jeremy D. Sprague, timebuying supervisor at Cunningham & Walsh. He noted that C&W used a schedule of 40 to 60 spots for one of its larger accounts; placed 500 spots in 10 days for the opening of an auto show at the New York Coliseum; ran about 100 announcements weekly for three or four weeks for a regional account; about 24 spots on a weekend for a local account—and that all were considered "saturation."

But, Mr. Sprague noted, this only emphasizes that the technique is flexible—"to introduce an entirely new product, to announce a change in an established brand, to open a new market, to remind the public that it's time to buy your product—a saturation radio schedule can be designed to do the job."

At C&W, Mr. Sprague said, every media form is considered before the client receives a recommendation in the planning of an advertising campaign, and "time and time again, we find spot radio on a saturation basis emerging as a part—be it major or minor—of the campaign. Shotgun or rifle, high budget or low budget, large item or small—for the majority of consumer items spot radio can be counted on to do an effective job."

An impetus in saturation radio today, Mr. Sprague noted, is the "packaged rate system." This came about, he said, when stations began offering attractive rates to volume advertisers. As soon as the word spread from buyer to buyer (I believe it was on a CBS boat ride) there came a demand to publish these rates and then the fight was on. Who could resist that additional 20% discount, with the resultant lower cost-per-thousand? Fifteen spots per week? Why not 20? And if we go to 25, there's another 5% off."

"How to Efficiently Use Saturation Radio" was the topic deliberated by Adam J. Young Jr. of Adam Young Inc., representation firm. Working against efficiency, he said, is the industry-wide practice of concentrating business in the morning and in the 4-6 p.m. period, forcing up station rates at those times. He urged a spread of spots into other parts of the day, and showed how splitting a schedule between stations in a market could reach more people.

Technically speaking, he said, saturation radio would mean use of all stations in the U. S. to reach 96.3% of the population in a single week and 87.7% in a day.

PM RECORD SALES CREDITED TO ADV.

- **Report cites 15% gain**
- **Ad strategy detailed**

PHILIP MORRIS Inc. (Philip Morris, Marlboro, Parliament, Spud and Benson & Hedges cigarettes), New York, said in its annual report last week that it is "embarked on the strongest advertising program in [its] history." Firm reported 1956 sales set a new company record and ran 15% over a year ago "against an average industry dollar increase of 4%."

Consolidated net sales of Philip Morris Inc. for the year ended Dec. 31, 1956, amounted to $326,814,554 and compared with $283,218,646 reported a year ago. Net income for 1956 amounted to $12,763,261, equal to $4.06 a common share, an increase of 12% over net income of $11,526,261 or $3.63 a common share reported for the previous year.

In its 1956 stockholders report, Philip Morris devotes a center page position to display of its advertising for its major cigarette brands, along with credits to its four advertising agencies. N. W. Ayer & Son is agency for Philip Morris regular and king size cigarettes. Leo Burnett Co. is Marlboro agency. Parliament and Benson & Hedges cigarette advertising is done by Benton & Bowles while Ogilvy, Benson & Mather is agency for mentholated Spud.

In his letter to stockholders accompanying the report, Philip Morris President O. Parker McComas emphasized that advertising in 1957 would include "aggressive programs in newspapers, Sunday supplements, outdoor billboards, magazines and spot radio and network television—each campaign tailored to the needs of our individual brands."

In April the company will co-sponsor the CBS-TV *Baseball Game of the Week* Saturday afternoons in 170 market areas. Professional football telecasts, co-sponsored by Marlboro during the fall last year, will be resumed next season and reach approximately 200 markets many of which have not been penetrated by Marlboro advertising. This brand is also a co-sponsor since Jan. 3 of CBS-TV's *Playhouse 90* series on 128 stations Thursday evening.

THEY AGREE on spot (l to r): Adam J. Young Jr. of the Adam Young representative firm, David Mahoney of Good Humor and Jeremy Sprague of Cunningham & Walsh. They were the featured speakers at last week's roundtable session of the Radio & Television Executives Society in New York (see story this page).

The Parliament brand will be represented in television by co-sponsorship of the Mike Wallace *Night Beat* interview show starting on ABC-TV April 28.

Within one twelve-month period, Mr. McComas said in his letter, the company established a unique precedent by introducing, distributing and marketing nationally five major cigarette brands. The company's advertising programs during 1956 reflected steps taken during the prior two years to prepare for major marketing efforts on each of these brands, such as the appointment of separate agencies to handle each of them as individual and distinct marketing problems," he related.

"Along with other costs in the general economy," he continued, "advertising costs rose during 1956. However, paralleling these rising costs, there has also been a significant increase in the company's total impact upon the public. As we support five brands instead of the one brand we supported just a few years ago, we are embarked on the strongest advertising program in our company's history."

New K&E Assignments Announced

GEORGE O. OSWALD, national account executive, Kenyon & Eckhardt, New York, has been appointed supervisor of regional offices and will be in charge of the agency's international business, it was announced last week. Donald J. Maggini has been named associate supervisor of regional offices and will continue to coordinate business development, James A. Dearborn has been named to succeed Mr. Oswald as a national account executive.

HOW DR. PEPPER WILL SPEND $1 MILLION IN RADIO-TV

"Dr. Pepper to the rescue" is the theme for that soft drink company's $2 million 1957 advertising campaign—half in radio and television [B•T, Feb. 11]. It is exemplified by these stills from the "clown" tv spot series, which also will be featured in newspaper, magazine and outdoor advertising.

Nearly all of the budget (75% tv, 25% radio) will go into spot. The television schedules will be in approximately 85 markets with both co-op and national funds—the national for "AA" and "A" announcements with a minimum schedule of 26 weeks and a maximum of 52 weeks. Daytime packages in four markets will be brought from the national fund.

The radio schedules, in 230 markets, call for a minimum of 15 spots per week between 8-11 a.m. and 3-6 p.m.

Grant Adv. is agency for Dr. Pepper.

Video: Clown collapsed over large drum.
Audio: Clown: "I'm beat down!" Sound effects: Flattening out sound.

Video: Puppy to rescue. He runs by clown billboard (note: same one used in outdoor campaign).
Audio: Chase music.

Video: Pappa St. Bernard gives clown drink of Dr. Pepper.
Audio: Glug, glug of drinking.

Video: Clown perks up.
Audio: Clown: "Dr. Pepper!" Sound effect: Booiinngg (Spring of energy).

Video: Closeup of crown. Crown opens and St. Bernard speaks.
Audio: "Fr-r-osty, man, fr-r-osty!"

FOUR DIRECTORS ELECTED AT BBDO

ELECTION of Fred Barrett, Len Carey, W. Barry McCarthy, and Harold Olsen as directors of BBDO, New York, was announced last week by Bruce Barton, chairman of the board.

Mr. Barrett is vice president in charge of media for BBDO. A media specialist for more than 30 years, he joined BBDO in 1942 as assistant manager of media. He was later promoted to head the department.

Mr. Carey headed his own agency before he became an account executive in the BBDO Los Angeles office in 1947. He was transferred to New York in 1948 and has since became an account supervisor.

Mr. McCarthy joined BBDO in 1952 as director of public relations. Since 1953 he has been an account supervisor.

Mr. Olsen, an art director, started as an office boy with BBDO in 1927. He has worked at one time or another on almost all accounts in BBDO's New York office.

Reynolds Buys Network News On Both ABC, NBC Radio

ANOTHER blue-clip cigarette advertiser, R. J. Reynolds Tobacco Co. (Camel cigarettes), has taken on network radio news broadcasts. It follows by a few months the Brown & Williamson Tobacco Co. purchase of one-half of NBC Radio's hourly newscast service of 85 five-minute news shows per week.

Reynolds, through William Esty Co., New York, no stranger to network radio, has purchased news shows on both ABC Radio and NBC Radio, said to represent in total an estimated $1,250,000 gross billing.

On ABC Radio, the cigarette firm bought three five-minute strips at night (Mon.-Fri.) and co-sponsorship of a fourth strip with Midas car mufflers of Chicago. In addition, the company reportedly may extend its purchase on ABC to a weekend news package. On NBC Radio, Reynolds picked up five participations per week in *News of the World* (Mon.-Fri., 7:30-7:45 p.m. EST) for 26 weeks.

Both buys begin on March 11; the ABC pact is for 52 weeks and represents about $1 million in gross billing; the NBC signing is for 26 weeks. The Esty Agency has expressed concern in the past lest affiliates who clear early-morning time for the NBC hourly newscasts will have to "bump" some of the Reynolds spots out of the morning time or else give them inadequate protection [B•T, Jan. 7, *et seq.*].

Campaign for Nestle's DeCaf Expands Into Western Markets

THE NESTLE Co.'s push on behalf of DeCaf, a de-caffeinated instant coffee, last week swung into west coast markets, led by a saturation radio spot campaign. A tv spot drive opens on March 12.

Via its agency, Dancer-Fitzgerald-Sample, New York, Nestle (White Plains, N. Y.) first invaded markets for DeCaf east of the Mississippi where the company says it met with success. The west coast radio spot saturation involves 50 spots weekly in Portland, Ore.; 150 in Seattle; 200 in San Francisco and about 250 in Los Angeles. It started Feb. 25 and will run through the end of March on a saturation basis with the number of spots then expected to be reduced. Both the radio and tv campaigns, however, are of indeterminate length.

The tv drive encompasses three to five spots per week in the same markets as in radio, plus San Diego. DeCaf also will be sponsoring five programs per week in the tv markets. Sunday supplements and daily print are included in the campaign.

10-Year-Old Insurance Firm Thrives on Use of Radio-Tv

RADIO and television were credited by MFA Mutual Insurance Co., Columbia, Mo., last week with putting much of the push behind the company's climb to a place among the leading firms in its field.

J. M. Silvey, president of MFA Mutual, described the 10-year history of his organization in a luncheon address at a Feb. 24 "Sponsor Throws a Party" meeting attended by representatives of 30 Missouri, Nebraska and Kansas stations. The broadcasters were the guests of MFA at Columbia.

Leading a morning discussion of broadcast problems were W. T. Zimmerman, manager of KWRE Warrenton, Mo., and state representative in the Missouri Legislature, and H. J. Schmitz, farm director of KFEQ St. Joseph, Mo.

Dr. F. L. Whan, head of the committee on radio and tv policy of Kansas State College told more than 100 present at the afternoon session that "Radio has been and is the best advertising buy." He urged broadcasters to improve time-selling, commercial and programming techniques and recommended specific measures for farm audiences, which he has studied in detail. E. A. Richter, secretary of the Missouri Broadcasters Assn. also spoke at the meeting. W. Judd Wyatt, director of advertising for MFA Mutual, was chairman.

To Address Marketing Workshop

MARION HARPER Jr., president of McCann-Erickson, Inc., and John A. Miller, general manager, Esso Standard Oil Co., will be featured speakers at the next luncheon-meeting of the marketing workshop of the New York chapter, American Marketing Assn. on March 18. They will discuss outside agencies and facilities available to marketing organizations.

EUROPEAN AGENCIES FORM U. S. BRANCH

- **Would avoid splitting 15%**
- **10 continental firms members**

CONTINENTAL Advertising & Marketing Agencies Inc. (CAMA) was established in New York last week for the purpose of setting up a new system whereby European advertising agencies placing campaigns for American advertisers will get a full 15% commission without having to share any of this with a U. S. agency acting as liason.

The new agency links 10 of the larger European agencies with U. S. advertisers wishing to do business on the continent and is essentially the American headquarters of United European Marketing & Advertising (UEMA), a two-year-old corporation comprised of the 10 agencies. All agencies will handle radio-tv advertising in countries which have commercial stations.

CAMA will counsel and offer marketing advice to the U. S. advertiser, but actual campaign strategy will be formulated by the "partner agency." Under terms of CAMA's operating policy, the entire 15% commission is payable directly to the UEMA agency handling the account in the European country.

According to Sterling R. Wheeler, executive vice president and operations director of CAMA, the split-commission system now practiced by most U. S. agencies acting as clearing houses for European campaigns "often does a disservice to the American advertiser abroad. This is a matter of basic economics. It is difficult enough to provide top service with a 15% commission. Obviously, a commission of half that amount must result in cutting corners." Conversely, should a European advertiser wish to place advertising in the U. S. through any one of the 10 partner agencies, CAMA, acting as the U. S. "in-the-field" agency, will receive the full 15% commission.

Werner Gabler, president of CAMA and head of Werner Gabler Co., Washington business counselors, noted that CAMA is not only interested in major U. S. advertisers but also "in the client whose budget may be relatively low by American standards, although moderately large by European standards." The small accounts, Mr. Gabler said, too often "get lost" in their agencies because the latter can't afford to give them "full and profitable service."

Chairman of the new organization, which is incorporated under New York State charter, is Dr. Rudolph Farner, president of his own Zurich, Switzerland, agency, one of the 10 comprising UEMA. The other nine: Publicite Vanypeco S. A., Brussels; A/S D.E.A., Copenhagen; SEK Advertising, Helsinki; Agence Francaise de Propagande, Paris; Dr. Hegemann G.M.B.H., Duesseldorf; Van Hees N.V., Amsterdam; Alfsen & Becker, Oslo; Wilh. Anderssons A.B., Stockholm, and Samson Clark & Co. Ltd., London.

COLORCASTING

The Next 10 Days Of Network Color Shows (All times EST)

CBS-TV

Mar. 5 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk Co. through Gardner (also Mar. 12).

Mar. 8 (3:30-4 p.m.) *Bob Crosby Show,* participating sponsors and agencies.

Mar. 10 (5:30-6 p.m.) *The Boing-Boing Show,* sustaining.

NBC-TV

Mar. 4-8 (1:30-2:30 p.m.) *Club 60,* co-op sponsors and agencies (also Mar. 11-15).

Mar. 5-8 (3-4 p.m.) *Matinee,* participating sponsors and agencies (also Mar. 12-15).

Mar. 4 (8-9:30 p.m.) *Producers' Showcase,* "Romeo and Juliet," RCA and Whirlpool-Seegar through Kenyon & Eckhardt and John Hancock Mutual Life Insurance Co. through McCann-Erickson.

Mar. 4 (9:30-10:30 p.m.) *Robert Montgomery Presents,* S. C. Johnson through Needham, Louis & Brorby and Mennen Co. through Grey (also Mar. 11).

Mar. 5 (9:30-10:30 p.m.) *The March of Medicine,* Smith, Kline & French Labs through Doremus-Eshleman Co.

Mar. 5 (10:30-11 p.m.) *Hold That Note,* Lanolin Plus through Russel M. Seeds (also Mar. 12).

Mar. 6 (7:30-7:45 p.m.) *The Xavier Cugat Show,* sustaining (also Mar. 8, 13).

Mar. 6 (8-9 p.m.) "Maurice Chevalier's Paris," Breast-O-Chicken through Foote, Cone & Belding.

Mar. 6 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods through J. Walter Thompson (also Mar. 13).

Mar. 7 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co. through J. Walter Thompson.

Mar. 9 (8-9 p.m.) *Perry Como Show,* participating sponsors and agencies.

Mar. 10 (4-5 p.m.) *Washington Square,* Helene Curtis Industries through Earle Ludgin.

Mar. 11 (8-8:30 p.m.) *Adventures of Sir Lancelot,* Whitehall Pharmacal through Ted Bates and Lever Bros through Sullivan, Stauffer, Colwell & Bayles.

McCLINTON RESIGNS FROM AD AGENCY

RESIGNATION of H. L. (Hay) McClinton, president of Calkins & Holden Inc., was announced last week by J. Sherwood Smith, board chairman of the agency. In making his announcement, Mr. Smith said that Mr. McClinton's reasons for leaving could be ascribed solely to "basic differences of opinions as to management policies." Mr. McClinton, who was out of town, could not be reached for comment.

Hay McClinton became president of the agency in 1950 following the merger of Carlock-McClinton & Smith with Calkins & Holden, of which Sherwood Smith was a principal. At that time, the agency became known as Calkins & Holden, Carlock, McClinton & Smith, a name which was trimmed back to C&H in 1954. Mr. Smith told B•T last week that in essence, the "basic differences" were between Mr. McClinton and the other three principals—M. E. Carlock (vice president and copy director), Paul Smith (vice president and creative director), and himself.

Dairy Assn. Seeks Adult Show To Replace Its 'Disneyland'

AMERICAN DAIRY ASSN., which plans to drop its sponsorship on ABC-TV's *Disneyland,* effective next Sept. 4, currently is shopping for other network tv availabilities, it was reported last week.

Working with its agency, Campbell-Mithun Inc., Chicago, client is eyeing NBC-TV and CBS-TV, as well as other ABC-TV properties, with decision, expected about May 1. Spot radio and tv, along with network radio, also are under consideration.

American Dairy, in dropping *Disneyland,* indicated it will seek a program with "greater adult appeal." Both General Mills and General Foods reportedly have expressed interest in buying time vacated by American Dairy Assn. Derby Foods and American Motors are other *Disneyland* sponsors.

Lever, Sheaffer Take 'Secretary'

LEVER BROS. (Dove soap), New York, and Sheaffer Pen Co., Fort Madison, Iowa, will be alternate sponsors of *Private Secretary* starring Ann Sothern, effective April 2 (Tuesday), on CBS-TV, 8:30-9 p.m., replacing *The Brothers.* Television Programs of America owns *Private Secretary* and has an option with Miss Sothern to film 26 more half hours for the films. Lever Bros. agency is Ogilvy, Benson & Mather, New York. Russel M. Seeds Co., Chicago is agency for Sheaffer. Filling the old *Private Secretary* spot at 7:30 p.m. EST Sunday, alternating with *Jack Benny* on CBS-TV, will be a Benny production featuring dancers Marge and Gower Champion. American Tobacco Co., for Hit Parade cigarettes, will sponsor the Champions. BBDO is agency for Hit Parades.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 122,230,000 people in the U. S. over 12 years of age during the week Feb. 17-23. This is how they spent their time:*

72.4%	(88,495,000) spent	1,899.7 million hours	WATCHING TELEVISION
59.8%	(73,094,000) spent	1,066.0 million hours	LISTENING TO RADIO
82.7%	(101,084,000) spent	412.8 million hours	READING NEWSPAPERS
30.3%	(37,036,000) spent	181.5 million hours	READING MAGAZINES
26.6%	(32,513,000) spent	311.0 million hours	WATCHING MOVIES ON TV
28.6%	(34,909,000) spent	145.4 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category, which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

Sindlinger Shows Operations

SINDLINGER & Co., Ridley Park, Pa., held an open house news conference at its headquarters last Friday for trade publication, newspaper and wire service representatives to demonstrate the operations of the market research organization in radio, television, newspapers, magazines and motion pictures. Albert Sindlinger, president, used the motion picture, "Giant," as the case history in demonstrating the operations of his nationwide organization.

Two New Sales Organizations Formed by Westinghouse Corp.

WESTINGHOUSE Electric Corp., Pittsburgh, has set up two national sales organizations to market the company's home appliances, television and radio receivers, it was announced last week by Chris J. Witting, vice president and general manager, consumer products divisions.

Westinghouse Appliance Sales, according to Mr. Witting, will distribute major appliances, television receivers, room air conditioners, dehumidifiers and vacuum cleaners. The Factory Field Sales organization, he said, will be responsible for the marketing of all appliance and television division products sold through full line independent and supplemental distributors.

Baking Firm Begins Radio Drive

BAKERS Franchise Corp. (Lite Diet Bread), New York, today (Monday) is kicking off a three-month campaign making extensive use of saturation spot radio on a nationwide basis. Bakers Franchise distributes its product through Franchised Bake Shops. Lite Diet bread will be featured in 30-second and one-minute announcements (15-30 a week) via 150 stations. Additionally, Emil Mogul Co., New York, which acquired the account this past January, also will place campaigns on 15 tv stations, exclusive of WATV (TV), New York, where the baking company will co-sponsor the *All-Star Movie,* Mon.-Fri. The campaign also will make considerable use of newspapers and will be supplemented by point-of-purchase promotions. Commencement of the drive in various markets will be staggered.

Gillette, Boxing Club Agree To Extend Contract Two Years

GILLETTE Safety Razor Co., Boston, and the International Boxing Club last week jointly announced an unprecedented two-year extension of their current contract, to take effect June 1. Spokesman for the IBC noted that this was the first time in tv boxing history that a contract has been executed on more than a year-to-year basis.

Under the contract, Gillette will continue sponsoring the NBC Radio and NBC-TV, Friday, 10 p.m. *Cavalcade of Sports* boxing bouts for the 104 consecutive weeks beginning in June. This series that has been on the air consecutively in the same time period since Sept. 29, 1944, when the boxing bouts premiered on radio. Simulcasting began in 1948. James D. Norris, IBC president, said that Gillette would continue to pay his organization $24,500 a fight. However, A. Craig Smith, Gillette vice president in charge of advertising, declined to give cost figures.

ARF Names Six to Plans Group

THE addition of six media and advertising executives to the projects planning committee, Advertising Research Foundation, were announced last week by Vincent R. Bliss, president, Earle Ludgin & Co., Chicago, and chairman of the ARF committee. Added were Arno H. Johnson, vice president and research director, J. Walter Thompson Co.; Broadcast Consultant Edgar Kobak, president, WTWA Thomson, Ga.; J. Kenneth Laird, president, Tatham-Laird Inc. in Chicago; Pierre Martineau, *Chicago Tribune;* J. Ward Maurer, Wildroot Co., Buffalo, N. Y., and Vernon C. Myers, *Look* magazine.

Out-of-Court Settlement Made In Suit Against Car Dealers

AN $800,000 damage suit against 10 franchised automobile dealers in Wichita, Kan., charged with conspiring to keep advertising of two non-franchised dealers out of newspapers "and other media," was dismissed last week after an out-of-court settlement of $225,000 was agreed upon.

The suit, brought on Aug. 13, 1954, by Don Schmid and Johnnie Eagle, also named as defendant the Wichita Automobile Dealers Assn., an unincorporated trade association in which franchised dealers in the community hold membership. Two newspapers, *The Wichita Eagle* and *The Wichita Beacon* were named as co-conspirators but not as defendants. Although no radio or tv station was named, the suit in effect claimed that the plaintiffs were not able to advertise on stations.

A specific claim was that the defendants adopted a code of advertising ethics for the two Wichita newspapers, which with subsequent amendments made advertising of new cars by non-franchised dealers impossible. The suit also charged that the defendants got stations to adopt similar rules.

On the day after the suit was filed in 1954, advertising by Messrs. Schmid and Eagle was back in newspapers and on the air, according to Danzansky & Dickey, Washington, D. C., law firm that handled the case for the plaintiffs.

The suit was dismissed in district court in Wichita by Judge Roy Savage, of Tulsa, Okla., who had been especially assigned to the Kansas case.

Bowers, Fisher Named by Ford To Division Advertising Posts

TWO new top-level advertising appointments at Ford Motor Co., Dearborn, Mich., were announced last week.

John R. Bowers, vice president and account executive at Brooke, Smith, French & Dorrance since 1946, was named car advertising manager for the Ford Div.

MR. FISHER

MR. BOWERS

Robert J. Fisher, advertising manager since 1954 for the Mercury Div., was elevated to manager of advertising and sales promotion, succeeding T. J. Henry, who has resigned to return to agency work. Mr. Fisher also is a former agency executive, having been account supervisor at N. W. Ayer & Son, Detroit, before joining Mercury.

Beautiful balance!

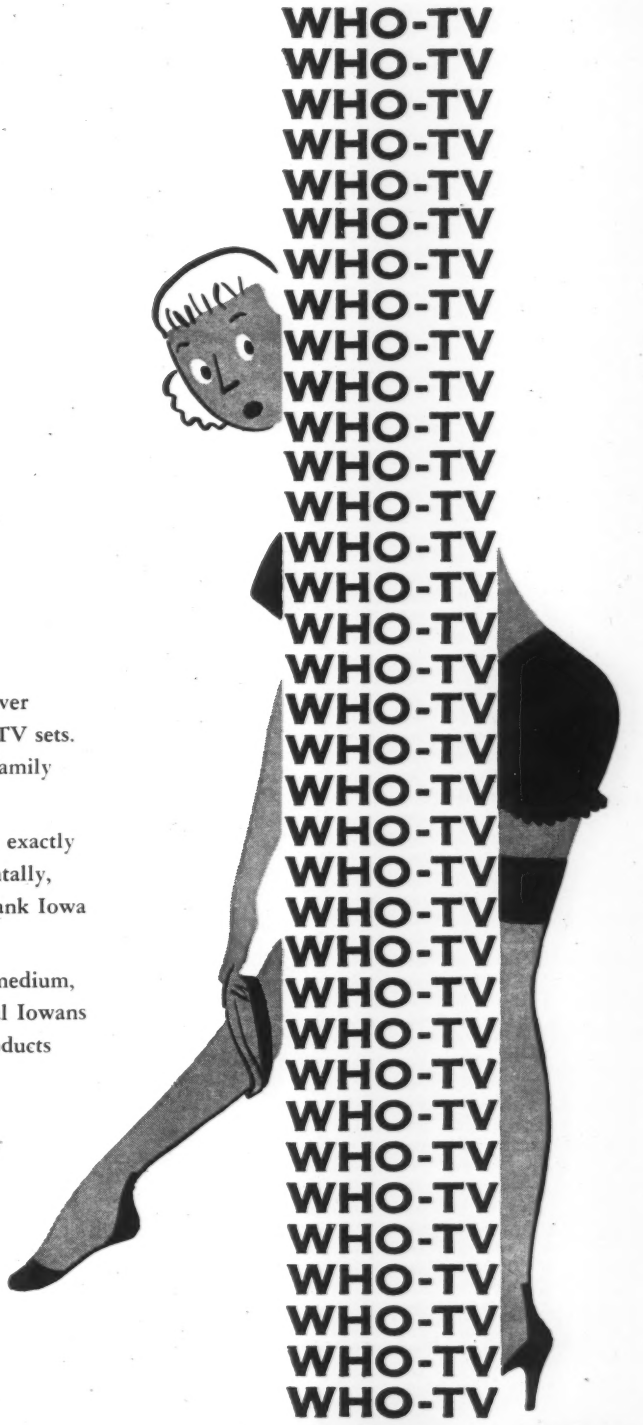
WHO-TV serves 42 central Iowa counties — over 329,000 families — over 85% of them owning TV sets. Annual Effective Buying Income is $5002 per family ($96.20 per week!)

It's a well-balanced market, too — split almost exactly 50-50 between urban and non-urban. (Incidentally, new U.S. Census Bureau figures for 16 states rank Iowa first in farm TV-set ownership!)

WHO-TV dominates this market as no other medium, or combination of media, possibly could. Loyal Iowans watch WHO-TV by the hour, and buy the products that bring them the shows — on Channel 13, 316,000 watts.

Ask Peters, Griffin, Woodward for the *proof!*

WHO-TV is part of Central Broadcasting Company, which also owns and operates **WHO** Radio, Des Moines **WOC-TV**, Davenport



WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.
National Representatives

NBC Affiliate

Enthusiasm Helps Make WPTF . . .

A Better Buy Than Ever!

Now and Then

By Bill Prouty

Enthusiasm, real unwatered, genuine enthusiasm is one of the world's rarest commodities. Very few of us mortals seem to have the effervescence, the zest for life, the channeled energy, the bubbling alacrity and the other attributes which seem so much a part of the enthusiast's make-up.

Lately, it has begun to dawn on me that I've been seeing fewer and fewer enthusiasts, but that I've been hearing more and more of them.

It's easily explained. I've been listening to the radio lately—something I haven't done regularly since we boys used to fight over the earphones to see who'd listen to the "Two Black Crows."

As a matter of fact, the reason I've been listening so much lately is to escape boredom—or so I thought at first. Being a photographer, I have to spend many hours in the dark room developing film, making prints and drying them—things that soon become so automatic that you've got time on your hands but can't leave to use it. Thus, the radio.

Have you heard Benjamin Swalin talking about his North Carolina Symphony Orchestra? If you have you've heard real enthusiasm, none the less alive and vital for all its modulated tone. He, too, knows and believes in his work, and you are held by his enthusiasm.

Or perhaps Carl Goerch, that grand old chronicler of all things Tar Heel, has verbally wafted you over the rich Eastern North Carolina farmlands and has landed you lightly somewhere on the wonderful Outer Banks, and you are inspecting some historic place or object.

Or how about Phil (the piscatorial philosopher) Ellis, the poor Tar Heel's Isaac Walton? Can't you hear that reel whirring out line behind a four-pound small-mouth bass that's circling the bases with your hard hit pika minnow? Now there's a man who can take you fishing without either one of you wetting a hook. Phil's enthusiasm hits as hard as that bass did, maybe a little harder.

But if you think you've heard enthusiasm over the radio, and haven't heard Jim Reid talk about the weather, you've got another thought coming. When Jim starts talking about the weather I freeze right where I am, maybe with a beaker of hypo ready to pour into a gallon jug, or, perhaps feeding a film into a reel, or maybe just getting ready to switch off the radio. No matter what I'm doing, Jim's weather stops me.

And if I've leaned sort of hard on WPTF, it should be remembered that that station has lots of wattage, and that big wattage, like anything else big, is built mainly on enthusiasm.

• **Reprinted from: The Chapel Hill Weekly, Chapel Hill, N. C. February 12, 1957.**

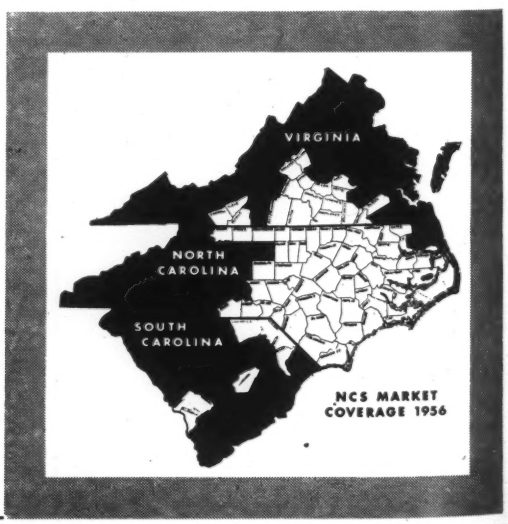
Four popular and enthusiastic WPTF personalities.

BENJAMIN SWALIN
MUSIC APPRECIATION
SERIES WEDS 1:30 PM

CARL GOERCH
CAROLINA CHATS
BC REMEDY CO.
SUNDAYS 6:15

PHIL ELLIS
6:45 PM NEWS
GULF OIL CORP.

JIM REID
HOW'S THE WEATHER
PHILLIPS PETROLEUM



WPTF

50,000 Watts 680 KC

NBC Affiliate for Raleigh-Durham and Eastern North Carolina

R. H. MASON, General Manager GUS YOUNGSTEADT, Sales Manager

Peters, Griffin, Woodward, Inc., National Representatives

National Paint Buys Calif. Tv

NATIONAL Paint & Varnish Co., Los Angeles, today (Monday) starts a tv campaign for its "Color-Lok" process in National Paints on KHJ-TV and KTTV (TV) Los Angeles, using two to three spots a night on each station. In April, the company's spots on KHJ-TV will be shifted to afternoon adjacencies to the station's baseball telecasts. It also is using saturated radio spots on KDAY Santa Monica and KLAC and KBIG Los Angeles, as well as other media in Southern California. The campaign will be extended to other markets as NPV extends its distribution, according to David Nathanson of Tilds & Cants Advertising, Los Angeles, agency handling the account.

ABC Radio Teen Show Sold

AMERICAN Home Foods Inc., division of American Home Products Corp. will sponsor *Teen Dance Party* with Martin Block on the ABC Radio Network starting March 4, it was announced last week by George Comtois, national sales manager of the ABC Radio Network. Featuring dance music popular with teen-agers, the Martin Block show will be presented Monday through Friday, 6:25-6:30 p.m. EST. American Home Foods sponsorship is in behalf of Chef Boy-Ar-Dee pizza pie mixes and other products. Young & Rubicam, New York, is agency.

Farmers Co-Op Buys 'Babbitt'

WASHINGTON Cooperative Farmers Assn., Seattle, on March 19 starts co-sponsoring the *Harry Babbit Show* on 26 Columbia Pacific Radio Network Stations, Mon.,

A WORD ABOUT AGENCY-STATION RELATIONSHIP

THIS ARTICLE, written by Robert D. Murphy, producer-director at KOA-TV Denver, comes under the heading of "turning the sword." It voices Mr. Murphy's feelings about shortcomings in the agency-station relationship, particularly with smaller, local agencies. Assuming the merit of his case, it stands to be aggravated with the increase in locally-handled programs and commercials—accordingly, B•T presents it here, for whom it may concern.

WE'VE all heard the speeches and we've read the reports of conventions in which Joe Blow of Blow, Blast & Bother Inc. outlined at great length what the agency expects of the broadcaster.

It's only too true that the agency man cannot operate at 100% efficiency unless he knows what he has to work with in the way of station time, facilities, availabilities and "special deals." However, we feel that the agency man should not breathe a sigh of relief as soon as the contract is signed and immediately throw all responsibility into the laps of the station personnel.

In many cases, small, "old-college-buddy" agencies have made the transition from newspapers, radio and handbills to television with the greatest difficulty, if at all. They knew nothing about the medium; further, they wouldn't ask anyone who did. It wouldn't be good business to admit to the advertiser and the broadcaster that they hadn't the foggiest notion about what was happening in this maelstrom of moving pictures. What was the answer? Easy, friend. Just bluff it out. As Hawthorne so neatly put it, "this, too, will pass away." It didn't, but instead grew to frightening proportions.

Is not the station's responsibility to present the best case for the advertiser that it can? If the station has to run an agency service in addition to providing its own service then where's the need for an agency at all? If the station prepares the artwork, writes the copy, interviews the client, prepares the newspaper ads, makes point of purchase displays and on top of it nurses the agency man's ulcer as he ricochets off the walls of the studio in a last minute frenzy of worry, then why bother with him at all? Why not just go after the client ourselves and, if he has an agency, point out where it's been dropping the ball all over the lot.

We recognize right off the bat that agencies are necessary and desirable *if* they perform according to the theory. First, we'd like to suggest, with vigor, that the account executive get off his chair and let the station personnel in on the whole story. It's impossible to build a palatable selling commercial message on the flimsy foundation of a stray phone call now and then. Another suggestion: that the account man try to learn how we do things when he comes to the studio rather than spending his time giving the crew fits over insignificant changes and minor criticisms. Hundreds of youngsters are graduated from broadcasting schools every year who know more *without* practical experience than the average small agency man who's been working with the medium for several years. Open eyes and ears coupled with an occasional intelligent question can pay off in useful knowledge. Directors, engineers and cameramen have the knowledge and experience. They know their business so why not profit by it.

Help, Don't Hinder

No studio crew members in their right minds have ever objected to being *helped* in the preparation of commercial telecasts. That is, so long as the *help* doesn't destroy their prerogatives or interfere with union jurisdiction. We in the studios want to do the best job we can and we like to get along with people. Doesn't it follow that cordiality and some measure of assistance might go a long way towards making the advertiser happy with the job? It's good psychology if nothing else. We're all human and the principle of driving the peasants until they drop went out with the Magna Charta.

Then there's the agency man who gets his copy, or perhaps more realistically, his suggestions for copy, to the station at a late hour and then puts in an appearance 15 minutes prior to air time and expresses shock and indignation that the "limbos" had not been set up as he visualized them. This after the director and his floor manager have tried to read the man's mind by long distance and have done the best they could with what they had. Adequate preparation is what we're after.

Let's also consider the question of artwork, slides, telops, props, etc. The copy calls for them, the agency has promised them and yet they're nowhere to be found. The office crew has left for the day, the commercial manager is out of town and you don't know which salesman is assigned. To add to your cup of woe, the agency phone doesn't answer. What to do? Arbitrarily cancel the spot as your judgment dictates? Not if you value your job. Work around the missing parts and hope that they'll arrive in time? Normally, this is the best course to follow but it certainly fouls up rehearsal and, like our chain reaction, there follows the possibility of goofing the spot when it goes on the air. Why take the chance? It's a rare commercial that hasn't been arranged sufficiently in advance to prepare visual aids.

Finally, let's consider the self-styled expert. He's the one who covers his ignorance, laziness or both with a very loud mixture of pomposity, ambiguity and belligerancy. There are a thousand and one ways in which this type manifests himself and rarely does he contribute anything but a feeling of intense dislike to the whole operation. He's the one who "woodsheds" or "rides herd" and ends up with a sloppy production which he immediately blames on the station crew. Why treat the people who do the job for you as though they were idiots? In the isolated cases where they really are idiots, use a little kindness and you'll find that at least they're *eager*.

To summarize, the foregoing is certainly not a blanket indictment. There are many first class agencies, which take the time and trouble to see that the advertiser gets his money's worth. Parenthetically, they usually have the best accounts, too.

Wed., Fri., and alternately on Tues., Thurs., 7:45-8 a.m., PST alternately for 13 weeks through Rune Goranson Co., Seattle. Other sponsors are Liggett & Myers, Fells & Co., Mary Ellen (jams & jellies), and Boyle-Midway.

Nielsen Coverage Survey No. 2 Set for RTES March 26 Session

RADIO & Tv Executives Society is preparing for a large turnout at its special March 26 session in New York. Topic: The new Nielsen Coverage Survey #2, which covers radio and tv.

Present plans are to set up a panel of "experts" who will fire questions at a spokesman of A. C. Nielsen Co. RTES also expects to hire one of the Hotel Roosevelt's largest ballrooms—the Palm Terrace—for the occasion.

RTES is merging the timebuying and selling seminar with its roundtable session for the March 26 meeting.

Also slated on the agenda this season is the March 13 monthly luncheon at the Roosevelt. Gene Flack, sales counsel and advertising manager, Sunshine Biscuits Inc., will appraise broadcasting's effectiveness in selling.

A&A SHORTS

J. Walter Thompson Co. moves its L. A. offices to 6505 Wilshire Blvd.

Gray-Schwartz Adv., Chicago, announces move of quarters from 228 N. LaSalle St. to 3555 W. Peterson Ave., with telephone Keystone 9-3361, effective Feb. 18.

SPOT NEW BUSINESS

Slenderella International, increases its saturation in N. Y. area from 22 to 27 radio shows. Additions were made to schedules on WABC, WOR, and WMGM, all New York, and WAAT Newark, N. J. Agency: Management Assoc., Stamford, Conn.

Robert Hall Clothes, Pacific Coast division, announces purchase of radio and tv schedules on ten L. A. radio stations and five Southern Calif. tv outlets. Agency: M. B. Scott, Hollywood.

Wilbur-Ellis Co., S. F., starts Lenten advertising drive for Southern Star Bonito with heavy radio spot schedules in seven cities. Agency: Hilton & Riggio, N. Y.

NETWORK NEW BUSINESS

Standard Brands (Royal desserts) has purchased 10 seven-and-a-half minute segments per week on six CBS Radio daytime programs. Agency: Ted Bates & Co., N. Y.

Park & Tilford (Tintex dyes), N. Y., through Emil Mogul Co., same city, signed with CBS Radio for three five-minute units per week on three daytime serials for 10 weeks, effective March 11. Programs affected are *Wendy Warren and the News* (Mon.), *Second Mrs. Burton* (Thurs.), and *Our Gal Sunday* (Fri.).

Good Housekeeping Magazine, N. Y., will sponsor seven-and-one-half minute segments of seven CBS Radio daytime programs once per month. Agency: Grey Adv., N. Y.

AGENCY APPOINTMENTS

California Wine Assoc. (Eleven Cellars wine, Ambassador wine, Aristocrat brandy), S. F., appoints Walker Saussy Advertising Inc., New Orleans.

Maddox Table Co., Jamestown, N. Y., appoints Lee Ramsdell & Co., Philadelphia.

NETWORK RENEWALS

Goldblatt Bros. Inc., Chicago, renews for 13 weeks five-minute "Window" segment of NBC-TV *Home* show, Mon.-Fri. Agency: Olian & Bronner Inc., Chicago.

PUPPETS, PROGRAMS PAY OFF

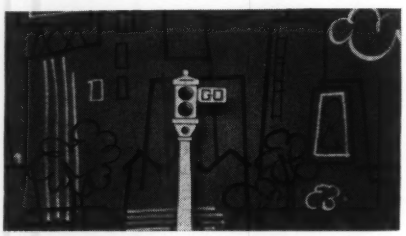
PUPPETS and jingles for popularity, programs for prestige, and a close tie-in with the company's outdoor advertising for doubled impact. That's the tv formula now being used by Signal Oil Co., Los Angeles, for its gasoline, distributed by franchised Signal dealers throughout the seven western states.

"Gasoline is not a serious product to the average motorist and it would be a mistake for us to take it too seriously in the advertising," said Barton A. Stebbins, owner of the agency handling Signal's advertising. Cartoons had been used successfully in Signal's outdoor posters, so it was decided to use them in the tv commercials as well.

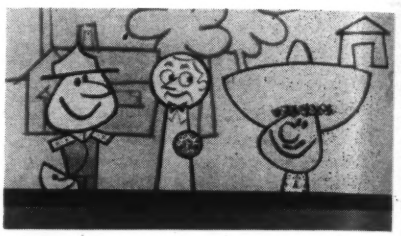
"Prestige is also important in gasoline advertising, with so many brands competing for the motorist's dollar," Mr. Stebbins noted, explaining that this is why Signal sponsors programs rather than just buying spots.

This year Signal is sponsoring *Code 3,* film series dealing with adventures of the Los Angeles police department, in all markets except Los Angeles, where the Signal program, ironically, is *San Francisco Beat,* concerning the exploits of San Francisco's detectives.

Because competition is so keen in gasoline advertising and marketing, it was felt necessary to stress the advantages of Signal gas with reason-why copy, posing a problem for Song Ad Film-Radio Productions, Hollywood company that produces the commercials, to combine the serious sales talk with the comic cartoon characters. A second problem was the order that one of the two Signal commercials be an animated version of an outdoor board, to remind the viewer at home of the sign he passed on the highway and so double the impact of the message.



But those were only minor problems, according to Song Ads President Robert Sande, who personally supervised the complete production of the Signal commercials. "The real problem," he declared, "is to catch the attention of the viewer who has been watching a highly interesting program and refocus it on something else but just as interesting, and to catch it before he has time to say or even think, 'Oh, Lord, here comes the commercial.' Within the 60 seconds allotted we have to catch his attention, get

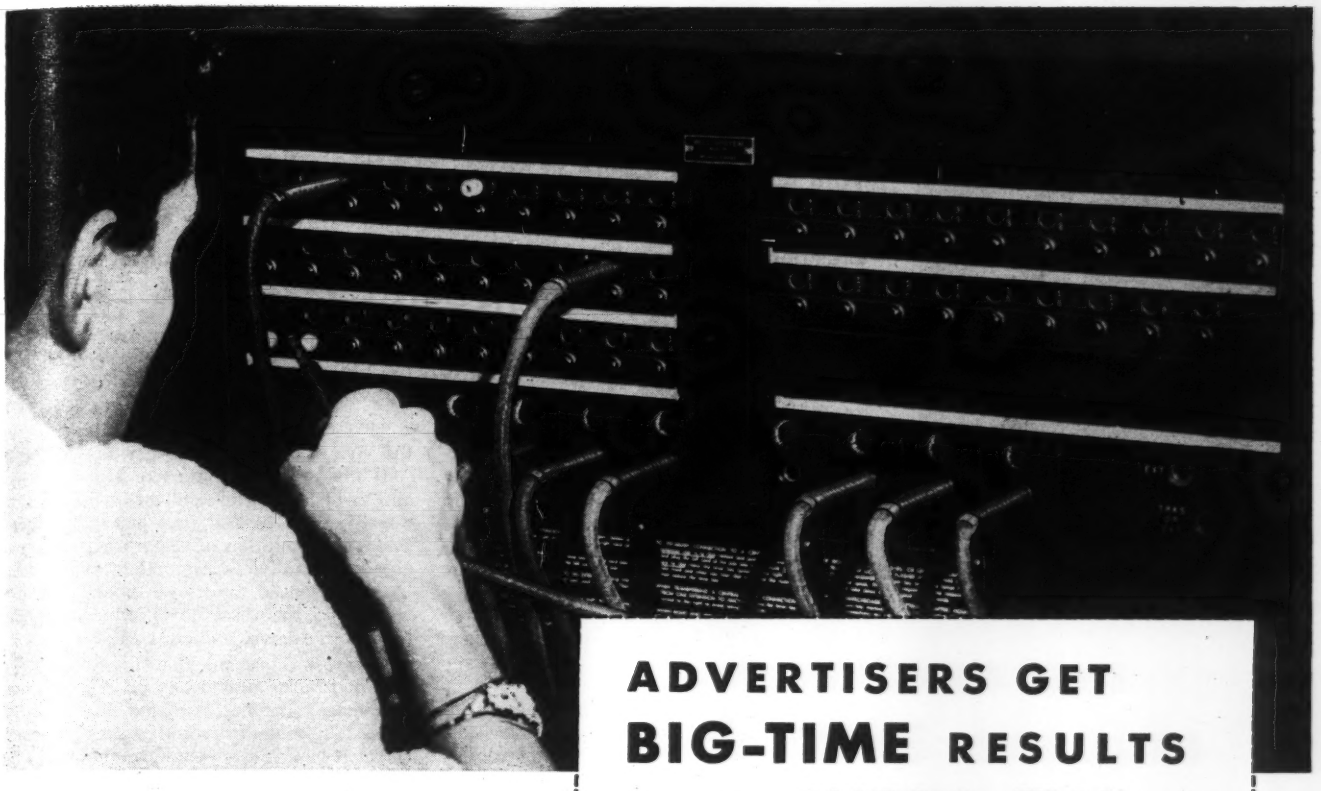


his belief, give him the message and leave him smiling and ready to go back to the program with a friendly feeling toward Signal gas."

As cost also was a factor, two-dimensional puppets were used, flat figures that could be popped into view and, through controls from below, could move their lips and eyes in synchronization with the spoken words. In the first commercials the puppets were controlled by hand; later ones will be electronically controlled, making synchronization easier and more exact, Mr. Sande said.

On any program, one commercial may be done by the puppets alone, perhaps a car starting with the go signal of a stop-and-go sign, driving past a Signal Oil billboard, stopping and filling up at a Signal station and saluting first a smiling Canadian Mountie and then a smiling sombreroed Mexican, all to the accompaniment of the jingle that begins "Go, go, go, go, go farther with Signal . . ." and ends "from Canada to Mexico, go, go, go, farther with Signal, Signal gasoline."

The other commercial features a straight reason-why sales talk, delivered by Marvin Miller, announcer long associated with Signal Oil. Here the puppets silently emphasize the points made by Mr. Miller, accentuating his words but never distracting attention from him.



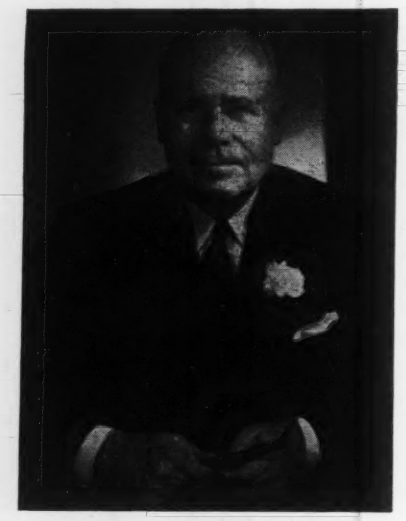
ADVERTISERS GET BIG-TIME RESULTS WITH WFAA-TV!...

How the lights on that switchboard *do light up* at Felix Harris & Co., Dallas insurance agency, following Wes Wise's "Evening Edition Sports"! *Immediate* calls the same evening... *carry-over* calls the next day... all interested in a brand-new form of monthly payments for auto liability coverage! And with careful screening and automatic disqualifications, still over 75% of the callers were written up! That brings a big grin to *any* advertiser's face... further proof that advertisers *do* get "big time" results with WFAA-TV!

WFAA-TV

CHANNEL 8—DALLAS
Blanketing 564,080 North Texas television homes

Call Your
PETRYMAN
for complete market data and availabilities



ONE BAD APPLE IS TOO MANY

With television's rapid growth, there must be a pound of responsibility for every ounce of popularity, according to Sigurd S. Larmon, president of Young & Rubicam. In connection with the cornerstone laying ceremony last week for KETV (TV)'s new building, Mr. Larmon told the Omaha Advertising Club how this responsibility can be met. A condensation of his speech follows (also see story, page 82).

THE phenomenal growth of tv should not make us forget a few fundamental facts. One is that while television is another medium of communication it is not, despite its present prominence, the only medium of communication.

Newspapers are still a powerful and popular element in the field of communication. So is radio—so are magazines and movies, books and billboards and all the other methods that man uses to carry his thoughts and messages to his fellowman.

Add them all together. The evidence is obvious that the flood of communication has reached a higher crest in America today than ever before. More people are reading, listening, looking than ever before. They want the news. They want entertainment and relaxation: comedy, drama, music and culture. And the mediums of communication answer their wants. The result is not only a growth of popularity for the carriers of communication but also a growth of influence—and matching responsibility.

For every ounce of popularity, there must be a pound of responsibility.

Perhaps it might be interesting—even rewarding to ask ourselves—what are these responsibilities of communication?

Obviously each of the mediums of communication has certain specific responsibilities depending on its purpose, its reason for existing at all. But are there not also certain general over-all responsibilities that hold for all means of communication? And if there are, might we not together, consider three of these responsibilities.

First, we might say, is the responsibility to adhere to high standards of ethics and good taste.

Wise Blue Pencils

Newspapers it seems to me have always ranked high in meeting this responsibility. We are all familiar with such statements as "When asked to comment on the charges against him, the accused replied in language that cannot be reported in a family newspaper." Editors in general seem to wield a wise blue pencil in determining what should and should not be part of the family fare which they offer daily.

Television, too, is doing a better job today of following the canons of ethics and taste. Far less frequently do we hear the crunching thud of a skull being crushed by a blunt instrument. Not as often do we—or worse still our children—see acts of murder committed in our living rooms. The battle of the plunging necklines, if not over, has in general been brought to reasonable truce.

In all honesty we must admit that there are still departures from good taste and high standards.

Like the bad apple in the barrel even one is too much—for it affects all of television. But there is a growing sense of responsibility in this respect on the part of networks and stations. Advertisers and advertising agencies, too, have played a part in pressing for higher standards. And the results are showing up on the nation's tv screens.

In other media, as in television, there are those who live up to this responsibility and those who ignore it. There are good comic books and terrible ones. And sometimes as our eyes roam over the 25¢ book racks in the corner drugstore with their lurid covers and suggestive titles we may wonder if principles and good taste are being drowned in a flood of sadism and sex.

But we are not here as censors. The important thing is to realize that the field of communication does have a responsibility for what it communicates. It can meet that responsibility well or it can ignore it, but it cannot dodge the fact that it exists.

Now might not a second responsibility of communication media be to protect and promote our American principles?

One of our American principles for example is freedom of the press—now broadened to include radio, television and other media as well. And this is one principle that is valiantly protected and promoted. Let a judge bar reporters from a courtroom. Let a mayor crack down on a newspaper, let anyone threaten this freedom and not just the press, but other media too instantly rally to the defense. And this is good. But isn't it up to all types of communications to be equally valiant for the other freedoms and principles in which Americans believe?

Couldn't we agree that we are not talking just of the bill-of-rights and the Constitution and principles written into our laws, but of other basic beliefs as well—of principles of honesty and fair play, or self reliance and private enterprise—yes, even of the virtues of working to get ahead.

If that sounds a little like Horatio Alger and "work and win" and the so-called dime novels of the past, it isn't just an accident. A whole generation of Americans read, and enjoyed, and to some extent must have been influenced by those books. (And I would take that dime novel influence against today's 25¢ novel influence anytime.)

We won't pretend that the dime novel was literature, and this is no recommendation that "Sam the Shoeshine Boy" who became a millionaire would make a great tv show. It is at most a reminder that there are virtues in which we believe, principles in which we were raised and by which we, in turn, raise our children. And it is these simple virtues, these American principles that all our means of communication can strengthen or weaken.

Can Be Met Well or Badly

Here, too, the responsibility can be met well, or badly, but it cannot be denied that the responsibility exists.

Finally, let us consider a responsibility which all the mediums of communications share with all of us as individuals—the responsibility of being a good citizen.

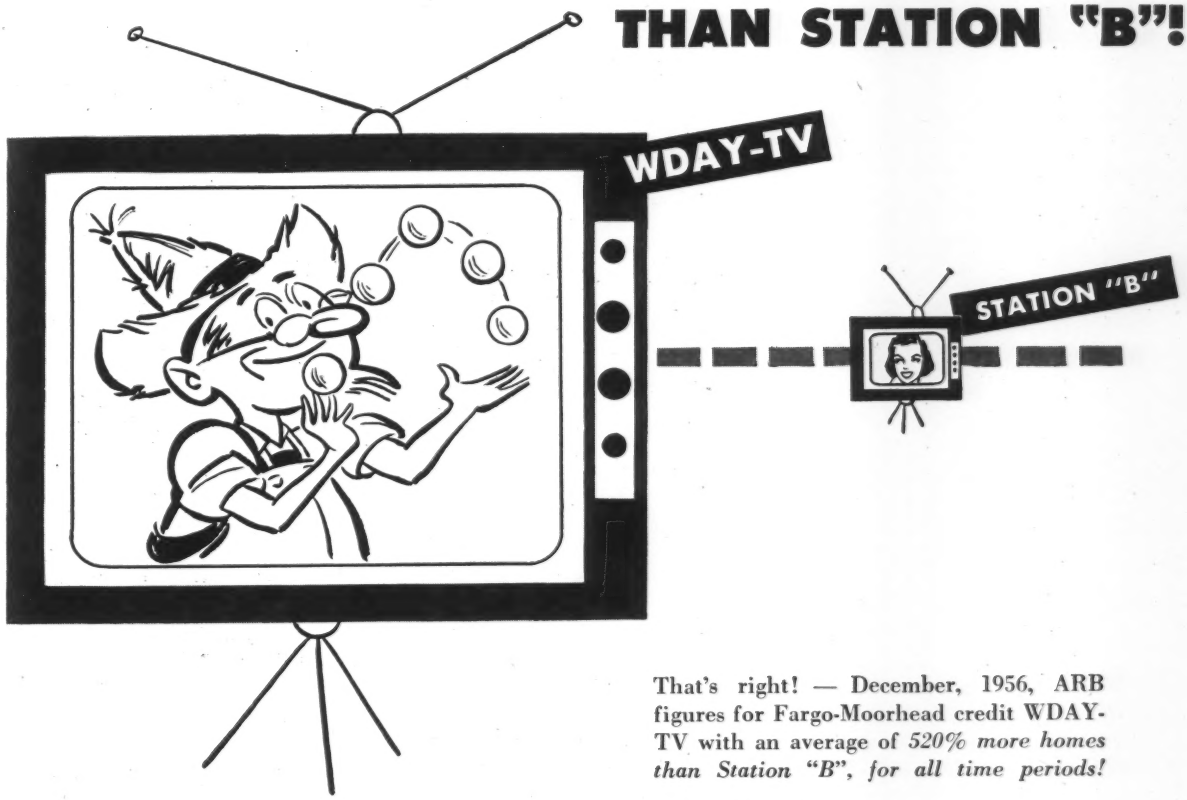
As it does for individuals, this responsibility starts at home and spreads out until it encompasses the whole world. And there are three stations on that journey: the local community, the state and nation, and the world. Let's look at each of them.

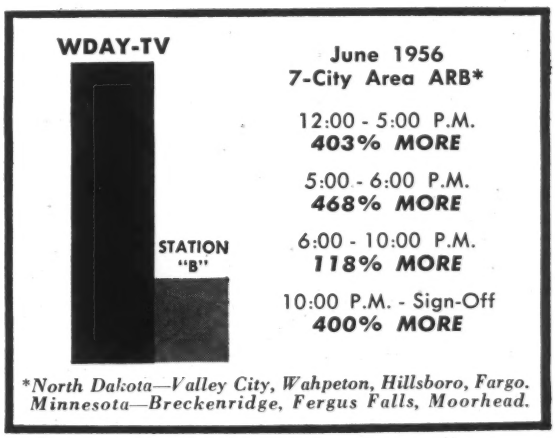
In any local community the mediums of communication should be more than merely observers and reporters of the local scene. They should also be participants. They are, in a very real sense, local citizens. They have the opportunity and the challenge of being leading citizens.

It is good business to communicate things of local interest to the local community. It is good citizenship to go a step further, to take an active part in public service campaigns. This calls for doing more than serving the community with communication. It is using communication, its power and influence, to improve a community, to combat slums, to get better schools, or to do any number of the jobs that need to be done in almost any community.

Let me give you just one example from the community known as New York City. Now, if you compare New York and Omaha

WDAY-TV DELIVERS 520% MORE FARGO-MOORHEAD HOMES THAN STATION "B"!





*North Dakota—Valley City, Wahpeton, Hillsboro, Fargo.
Minnesota—Breckenridge, Fergus Falls, Moorhead.

That's right! — December, 1956, ARB figures for Fargo-Moorhead credit WDAY-TV with an average of *520% more homes than Station "B", for all time periods!*

WDAY-TV gets—

760% More—12 Noon to 5:00 P.M.!
872% More—5:00 P.M. to 6:00 P.M.!
181% More—6:00 P.M. to 10:00 P.M.!
270% More—10:00 P.M. to Sign-Off!

That's just the Fargo-Moorhead picture. June, 1956 ARB figures (left) prove that WDAY-TV is almost as popular in five other Red River Valley cities — *each between 40 and 60 miles away!*

Your Peters, Griffin, Woodward Colonel has all the facts.

P. S. *Average ARB Rating, 6:00 - 10:30 P.M., WDAY-TV—43.6. Station "B"—11.9.*

WDAY-TV

FARGO, N. D. • CHANNEL 6
Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

there are two things you can be sure of—New York is bigger, and it is dirtier. Certain public spirited citizens decided that something could be done to clean up New York. In May of 1955 at the urgent request of the city's mayor, Robert F. Wagner, the president of the New York Telephone Co., Keith S. McHugh, accepted the task of organizing and heading up a permanent non-partisan citizens committee to clean up and keep New York City clean.

Our agency volunteered to take on without charge the task of preparing advertising for the Citizens Committee to Keep New York City Clean. The committee naturally did not have enough funds to run an important paid-for advertising campaign. So different media in the city were asked to contribute time and space for this public service effort. The response is one of the best examples of communications meeting their responsibility to be good citizens of their community that you can find. In just one year, the communications media of New York contributed over $1 million worth of free space and free time. Advertising by the Citizens Committee appeared in newspapers, on radio and television, car cards and billboards. And the campaign is continuing with enthusiastic support from every channel of communication.

Ad Council Praised

Just as people vote in local elections, and in state and national elections, so the citizenship of communications broadens out from local to state and national responsibilities as well.

Probably one of the first examples of meeting this broader responsibility that comes to mind in an advertising club such as this one, is the work of the Advertising Council. Started during the war years with nation-wide campaigns for war bonds, to enlist nurses, to save fats, and for other public service causes, this effort has continued ever since. Today communications are contributing through the Ad Council free time and space for such campaigns as safe driving, selling saving bonds, preventing forest fires (what child doesn't know Smokey the Bear?) and ACTION, The American Council to Improve Our Neighborhoods, for which Young & Rubicam is proud to be the task force agency.

But again, and even more importantly, the responsibility of communications at the state and national level goes far beyond the contribution of minutes or pages to public service advertising campaigns.

For a country's communications are its nervous system, its circulatory system. The connecting link that helps to bind its people together. Communications can help keep men free or make them slaves.

We have to look no further back than Hitler, Goebbels and the Nazi "Big Lie" technique to find an example. Hitler had the press. He had radio. He had his gigantic mass meetings. And he used these communications to gain and cement his hold on the German people. It makes an interesting if slightly scaring conjecture as to what would have happened if Hitler, Goebbels and company had had television to use, too.

All conjecture aside, however, it's clear that communictions can and do have a tremendous influence on the people of any country, including our own. And doesn't that in turn impose a tremendous responsibility for keeping these channels of communication clear, uncluttered by special pleaders and unfettered by demagogues?

Good communication would seem to be based on having a set of ethics, a philosophy of publishing a newspaper or magazine or for running a tv or a radio station and then in sticking to those principles. . . .

Our third step moving out from local responsibilities was the world. And perhaps you are asking yourselves what does communication in Omaha, in Nebraska, even in the U. S. have to do with the world.

On the surface the kind of television shows we watch, the books in our corner drugstore, the stories in our newspapers, might seem to be only a domestic affair. But suppose we look at it from a different viewpoint for a minute, a world viewpoint.

All over the world we are engaged in a struggle of freedom and free nations against the opposing philosophy of world communism.

The part that we as a nation play in that struggle depends not alone on what we do or say, but also on what other nations think of us. What kind of people do they think we are? How do they think we live? Are we to be trusted and believed?

Now what other people think of us depends on many things, on our State Department policies and practices, on information that the Voice of America and the United States Information Agency give to people abroad. And it also depends on our export of movies and magazines and books and other items of communication that present a picture of the U. S. to the world.

Unfortunately far too many of these exports portray the seamy side of life in the United States. The "Tobacco Roads," the juvenile delinquents, the type of movies and books and magazines that seem to specialize in sensationalism. Because they are sensational, because they are dramatically presented, and because people abroad have very little to judge us by, such material often is more believed, more accepted as true pictures of life in the U. S. than less exciting but more accurate material.

Suppose for example that the Voice of America has broadcast a story on education in America to a foreign country. And then the people of that country step into a movie theater and see "The Blackboard Jungle"—which do you think they'll remember? How do you think they will feel about our schools and our young people?

So you can see there is a world responsibility. It is the responsibility of seeing that the materials we send abroad represent us as we really are. They also have the job of representing us well.

For the importance of what we say abroad is matched by the importance of how believably and convincingly we say it. Make no mistake, the Russians are doing an excellent propaganda job . . . and of course they are masters of the "Big-Lie" technique.

We have no need of the "Big-Lie". Our problem is to get the truth across to people. But sometimes just telling the truth isn't enough to get it believed. It has been said that people may think with their heads, but they act with their hearts. And surely the advertising profession knows that the appeal to the emotions is usually stronger than the appeal to reason.

That's why in our overseas communications from both governmental and private sources we need not just facts and statistics but the truth wrapped up in an emotional appeal that will outpull any appeal the communists can offer. And we can do it if we excercise some care in the material we export.

Such materials are our ambassadors and we want ambassadors that will speak fairly and truly and well of us. This is not to suggest that only a rosy picture of peace and plenty should be exported.

That would be a false picture too. But if our communications and if those in charge of them are to live up to the world-wide responsibilities of U. S. citizens, surely they can keep these principles in mind as well as profits. They can exercise some control over the type of movies and publications that they can send overseas.

Self Control Advocated

Before closing there is one other point that is probably worth clearing up. In talking of the necessity of controlling our overseas exports, or our own 25¢ books, or the kind of shows that television should bring into our living rooms, we have been talking self-control.

And isn't that another good reason for seeing our responsibilities and meeting them? Where there is self-control and self-regulation, there is no need for censorship. But where there is no self-control, usually control comes in from outside. We might say that it's the difference between sense and censorship and there isn't much doubt which most of us would choose.

Well, it has been a long journey we've been on—from Omaha to far away countries.

But perhaps it can all be summarized quite simply.

There can be little doubt that communications, by which we mean all the mediums of communication, are an important and powerful factor in this year of 1957. As such they have the responsibilities that go with importance and power. These responsibilities include among others: The responsibility to observe high standards of ethics and good taste; the responsibility to preserve and promote our American principles, and the responsibility of being a good citizen—in local communities, in the state, in the nation and in the world.

And finally upon how well the field of communications meets its responsibilities may well depend the present health and future strength of the communications themselves. And on it also depends, in part, the health and strength and well being of our country and of the free world.

NIELSEN REPORTS: WKY's unduplicated

weekly coverage is greater than the next

4 Oklahoma City stations combined!

By using WKY, you cover 56 Oklahoma counties, containing 68% of Oklahoma's population and retail sales.

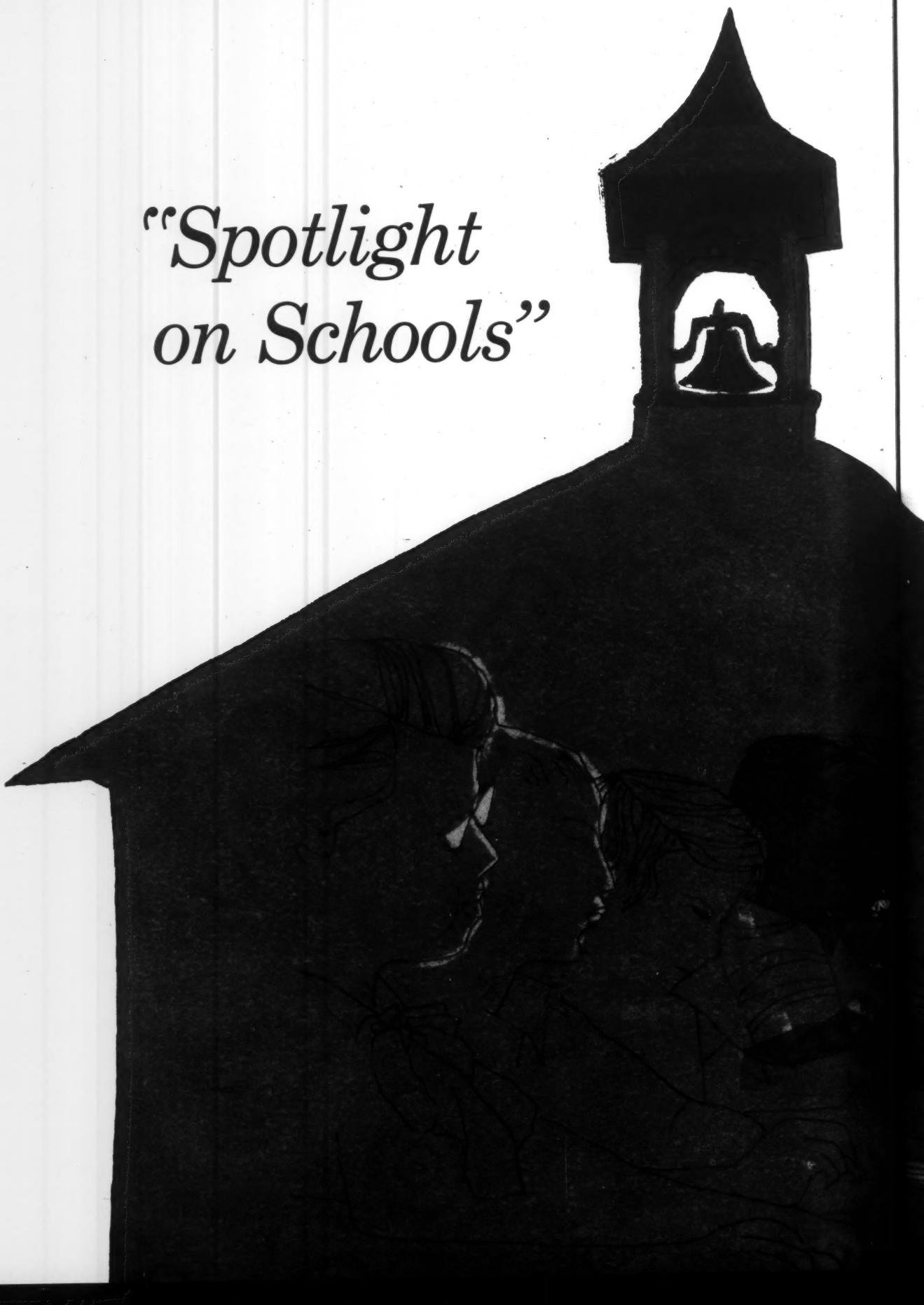
ASK YOUR KATZ MAN FOR THE COMPLETE COVERAGE AND RATING STORY.

Source: A. C. Nielsen 1956— SRDS 1956 Consumer Markets

Owned and Operated by
THE WKY TELEVISION SYSTEM, INC.
WKY-TV and WKY Radio, Oklahoma City
WSFA-TV, Montgomery, Ala. WTVT, Tampa, Fla.
Represented by THE KATZ AGENCY

WKY
RADIO

"Spotlight on Schools"



Another trail-blazing public service program from **WBC**

Did you know that 49 *million* men and women in this country are now taking adult education courses? That *723* school districts in the south have already peacefully desegregated? That *teenagers* in Dearborn, Michigan were asked to help plan two new high schools?

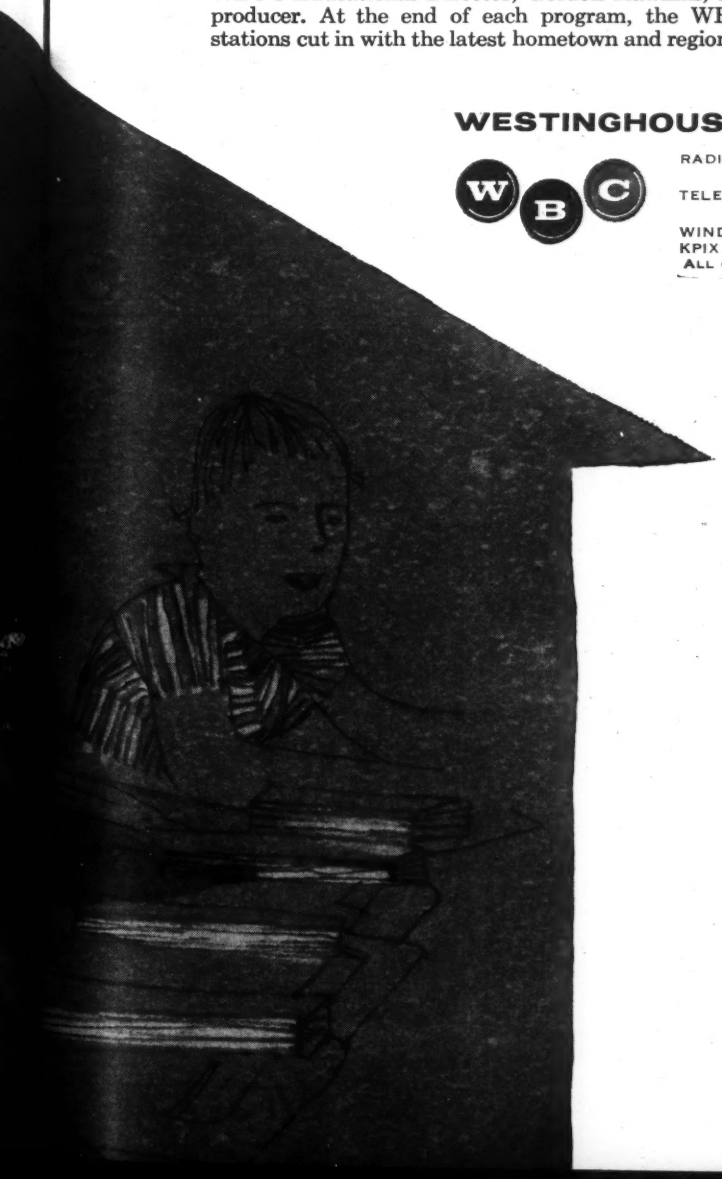
These are some of the little-known events taking place in American education today. Not the type of news that makes newspaper headlines—but news of special interest to most American families. News heard only on WBC's new weekly public service radio program, "Spotlight on Schools."

"Spotlight on Schools" was developed by WBC in cooperation with the National Citizens Council for Better Schools. Henry Toy, Jr., President of that organization, is the editor and reporter; WBC's Educational Director, Gordon Hawkins, the producer. At the end of each program, the WBC stations cut in with the latest hometown and regional school news delivered by a prominent local educator.

"Spotlight on Schools" is an extension of WBC's pacesetting coverage of the White House Conference on Education and last year's National Education Association Convention. It was at this convention, incidentally, that WBC received the 1956 School Bell Award "for distinguished service in the interpretation of education."

For television, WBC recently produced two new documentaries on education. "Section 16" tells the history of American education and "The Challenge" dramatizes the final report of the White House Conference.

Yes, education is news. And it is a continuous policy at Westinghouse Broadcasting Company to use the scope of radio and television to cover this sort of news—because we're convinced that *broadcasting is most effective on stations which have earned the respect and confidence of the communities they serve.*



WESTINGHOUSE BROADCASTING COMPANY, INC.

WBC

RADIO: **BOSTON,** WBZ+WBZA; **PITTSBURGH,** KDKA; **CLEVELAND,** KYW; **FORT WAYNE,** WOWO; **CHICAGO,** WIND; **PORTLAND,** KEX

TELEVISION: **BOSTON,** WBZ-TV; **PITTSBURGH,** KDKA-TV; **CLEVELAND,** KYW-TV; **SAN FRANCISCO,** KPIX

WIND REPRESENTED BY A M RADIO SALES
KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

Support the Ad Council Campaigns

ARB

Feb. 1-7

PERCENTAGE

1.	*Perry Como*	45.8
2.	*Ed Sullivan*	42.3
3.	*I Love Lucy*	39.8
	I've Got a Secret	39.8
5.	*Disneyland*	38.7
6.	*You Bet Your Life*	38.2
7.	*$64,000 Question*	38.0
8.	*Lawrence Welk*	36.6
9.	*People Are Funny*	36.3
10.	*December Bride*	35.0

VIEWERS (000)

1.	*Perry Como*	48,260
2.	*Ed Sullivan*	46,310
3.	*I Love Lucy*	38,380
4.	*People Are Funny*	36,420
5.	*Disneyland*	36,180
6.	*Lawrence Welk*	35,880
7.	*I've Got a Secret*	34,680
8.	*You Bet Your Life*	33,220
9.	*Lassie*	33,180
10.	*Your Hit Parade*	30,200

BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

December Bride (CBS-183): General Foods (B&B), Mon. 9:30-10 p.m.

Perry Como (NBC-121): Gold Seal (Campbell-Mithun), Kimberly-Clark (FC&B), Noxzema (SSC&B), Sunbeam (Perrin-Paus), RCA (K&E), S&H Green Stamps (SSC&B), Sat. 8-9 p.m.

Disneyland (ABC-176): American Motors (Geyer-Brooks, Smith, French & Derrance), American Dairy (Campbell-Mithun), Derby Foods (M-E), Wed. 7:30-8:30 p.m.

I Love Lucy (CBS-160): General Foods (Grey), Procter & Gamble (Y&R), Mon. 9-9:30 p.m.

I've Got a Secret (CBS-180): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.

Lassie (CBS-86): Campbell Soup (Burnett), Sun. 7-7:30 p.m.

People Are Funny (NBC-140): R. J. Reynolds (Esty), Toni (North), Sat. 7:30-8 p.m.

$64,000 Question (CBS-175): Revlon (BBDO), Tues. 10-10:30 p.m.

Ed Sullivan (CBS-165): Lincoln-Mercury (K&E), Sun. 8-9 p.m.

Lawrence Welk (ABC-193): Dodge Div., Chrysler (Grant), Sat. 9-10 p.m.

You Bet Your Life (NBC-155): DeSoto Div., Chrysler (BBDO), Thurs. 8-8:30 p.m.

Your Hit Parade (NBC-176); American Tobacco (BBDO), Warner-Lambert (K&E), Sat. 10:30-11 p.m.

A&A PEOPLE

Harry C. Doolittle, copy group supervisor, Ted Bates & Co., N. Y., elected vice president and creative supervisor.

Roger A. Purdon, vice president-creative director, Bryan Houston, N. Y., to McCann-Erickson, same city, as vice president.

William McCahill, formerly account executive, Abbott Kimball Adv., L. A., to Bernard B. Schnitzer Inc., same city, as vice president and manager of L. A. office.

Carl Georgi Jr., vice president in charge of media-research, D. P. Brother & Co., Chicago, to Campbell-Ewald Co., same city, as vice president-media director.

Humboldt Greig, formerly vice president of WPFH (TV) Wilmington-Philadelphia and WIBG-AM-FM Philadelphia, appointed head of timebuying department, C. J. La Roche & Co., N. Y.

MR. GREIG

Saul Waring, vice president - account executive, De Perri Adv., N. Y., to Grey Adv., same city, as account executive. **Max Sapan,** copy chief at Dowd, Redfield & Johnstone, N. Y., to Grey Adv., as copy group supervisor.

Kenneth V. Moore, account executive, Erwin, Wasey & Co., L. A., to Johnson & Lewis, same city, in similar capacity.

R. D. Hager, vice president-assistant to president-director, Piedmont Airlines, to Agey Adv. Inc., Miami, as vice president.

Guy Mercer, account executive, Tatham-Laird Inc., Chicago, appointed account supervisor on Toni Co. account.

Hames F. Quinn to Edward H. Weiss & Co., Chicago, as account supervisor.

Robert Cary, advertising-sales promotion manager for Virginia-Carolina Chemical Co., Richmond, to Doyle Dane Bernbach, N. Y., as assistant account executive on Acrilan account.

James Langenberger, N. Y., district manager, Tek Hughes Div., Johnson & Johnson, named midwestern sales division manager.

James S. Crothers, account manager, Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, moves to agency's N. Y. office.

Woodrow Benoit, formerly with radio-tv dept., Young & Rubicam, N. Y., to group head in radio-tv dept., J. Walter Thompson, same city.

Lloyd Gaynes, producer-director, WTVJ (TV) Miami, to John S. Allen & Assoc., same city, as radio-tv production director.

Arthur W. Sawyer, local sales manager of KFSD San Diego, Calif., to Taswell Co., San Diego, as supervisor of media and research.

Henry T. Gayley Jr., formerly copy chief, Arndt, Preston, Chapin, Lamb & Keen, Phila., to Gray & Rogers, same city, as creative coordinator of advertising staff.

Franz J. Serdahely, Gray & Rogers, to public relations staff, N. W. Ayer, Philadelphia.

Sherwood Dodge, vice president, Foote, Cone & Belding, N. Y.; **Arno H. Johnson,** vice president and research director, J. Walter Thompson Co., N. Y., and **J. Ward Maurer,** advertising vice president, Wildroot Co., Buffalo, N. Y., and all directors of Advertising Research Foundation, appointed to ARF executive committee.

William B. Ross, partner in Baus & Ross Co., L. A., named president of Catholic Press Council of Southern Calif. Other officers elected include **Robert J. McAndrews,** vice president of John Poole Bcstg. Co. radio stations, vice president; **Brad Atwood,** assistant public relations manager for Southern Pacific Railroad, secretary; **Doug Bridges,** business manager for advertising-publicity departments of Paramount Pictures, treasurer, and **John Truxaw,** editorial staff of L. A. *Tidings*, sergeant-at-arms.

OLD PUNS STILL FUN

THE OLD "Knock, knock, who's there?" craze of yesteryear has staged a comeback in New York, and it's all due to radio.

Anderson & Cairns, agency for Seeman Bros., New York, distributors of White Rose Tea, originally rewrote the "Knock-knock" gag for use as a one-minute spot to advertise a special price reduction offer, but has found so many pleased listeners that it has extended the length of the campaign.

Copy goes something like this:

A. "Knock, knock."
Q. "Who's there?"
A. "Oliver!"
Q. "Oliver who?"
A. "Oliver town they're talking about the wonderful new White Rose full-brew tea bags."

HAPPY about the first venture into fm of Seven-Up Bottling Co. of Los Angeles are officials of the sponsor, agency and KRHM (FM) Los Angeles (formerly KFWB-FM), on which Seven-Up will break into the medium. Jim Smith, general manager of the Los Angeles bottling firm signs the contract. Surrounding him are (l to r) Norton Mogge of Mogge-Privett Inc., L. A. agency; Dale Peterson, manager of KRHM, and Harry Maizlish, president of the station. Seven-Up, through Mogge-Privett, will sponsor on-the-hour time signals at the rate of 15 a day across the board for 52 weeks.

Don't forget the NARTB Convention!
It's April 7-11 in Chicago.

If you can't make it,
read all about it in the
B•T issue of April 8.

Even if you make it,
some of the things
that happen may be
a little bit hazy (!)
So read
all about it etc.

But whether you make it or not,
your advertisement should be
in the April 8th Convention Issue.
B•T is read by practically
everybody in radio-tv;
the Convention Issue is even more so.

Deadline for space reservations: March 18.

Executive and Publication Headquarters
B•T Building, 1735 DeSales St., N. W.
Washington 6, D. C.

NEW YORK • CHICAGO • HOLLYWOOD
444 Madison, Plaza 5-8355
360 N. Michigan, Central 6-4115
6253 Hollywood Blvd., Hollywood 3-8181

LEWIS GRUBER, president of P. Lorillard Co., signs for one half hour weekly on the NTA Film Network of 128 stations beginning the week of April 1. Finalizing the contract are (l to r) William Koblenzer, NTA Film Network sales manager; Ely A. Landau, president, NTA Film Network: Dale Anderson, vice president and account supervisor of Lennen & Newell which handles P. Lorillard; Mr. Gruber; Manuel Yellen, vice president in charge of advertising for P. Lorillard; and Nicholas Keesely, senior vice president in charge of radio and television at L & N.

NTA STARTS NETWORK COMMERCIAL IN APRIL; P. LORILLARD SIGNED

NTA Film Network will begin commercial operations on April 1 on a full sponsorship basis. It also was announced last week that P. Lorillard Co. had signed to join Warner-Lambert Pharmaceutical Co. as co-sponsors of one and one-half hours of feature film programming on 128 stations.

Ely A. Landau, NTA Film Network president, said the contract calls for Lorillard to sponsor one-half hour of the one and one-half hour weekly segment. Warner-Lambert previously had signed for the one-hour portion [B•T, Feb. 4]. Lorillard's investment for the 39-week period was reported to be about $1.4 million.

The film network has been operating since Oct. 15 without a network sponsor, though station affiliates have been permitted to sign local advertisers. The films to be shown on the NTA network, starting April 1, will be from the 20th Century-Fox library, acquired for tv distribution last year by National Telefilm Assoc., parent company of the network. The NTA Film Network is owned 50% by NTA and 50% by 20th Century-Fox, though NTA retains operational control.

Lorillard will use the NTA Film Network to advertise all Old Gold cigarettes. The agreement was negotiated by Nicholas E. Keesely, senior vice president in charge of radio and television for Lennen & Newell, New York agency for Lorillard, and William Koblenzer, NTA Film Network sales manager. Cy Kaplan, network sales executive, was credited with having initiated discussions with Lorillard.

Mr. Landau said that the agreement with Lorillard and Warner-Lambert marks "the first time in the history of television that a network dedicated exclusively to film presentation has become a commercial reality." He noted that the commercials of the advertisers will be integrated on film and said they will be able to make changes on individual stations to conform to local marketing patterns.

The film network, according to Mr. Landau, covers about 90% of U. S. television homes. The affiliated stations have been carrying the feature films largely on weekends and in time periods usually after 10 p.m. local time.

An all-out advertising and exploitation campaign will be conducted by the NTA Film Network, Mr. Landau reported, using both consumer and trade publications. One of the first promotional efforts on behalf of the network will be a "showmanship" contest for promotion managers of station affiliates, with the first prize an all expense-paid, two-week trip to Paris. The contest was conceived by Martin Roberts, promotion director of NTA.

Other prizes include a color tv set, portable tv sets and polaroid cameras. Mr. Roberts set the stage for the contest with a series of teaser mailings to eligible promotion managers throughout the country. The mailings contained a miniature roulette wheel, a book on the French language, a French coin and a do-it-yourself kit.

Better Movie Product Urged by S. H. Fabian

THE fight for audience supremacy between television and theatre motion pictures has created a challenge to movie-makers who must give the public a better film product, midwest movie distributors were told Wednesday.

Speaking before the convention of Kansas-Missouri Theatre Assn. members at Kansas City, S. H. (Si) Fabian, president of the Stanley-Warner Corp. national theatre chain, repeated his stand taken last summer at the Theatre Owners of America convention in New York. He said that "television may not be doing itself any permanent good by the use of film libraries . . . that our old film on television in competition with live tv would accentuate the sharp difference in quality . . . and that it's possible this spread of movie booking on tv stations [is driving out] the live tv shows."

To underscore this, Mr. Fabian quoted Brig. Gen. David Sarnoff, RCA board chairman, " 'If the motion picture industry, or its agents, succeed in making movie films dominant on tv networks and stations, then American television broadcasting will become a national movie screen, just as some radio stations have become a phonograph.' "

Because "this is happening right now," Mr. Fabian told the exhibitors, tv "is educating a vast public in the differences between hastily produced television shows and the completely satisfying entertainment available in motion picture theatres." He continued: "This competition from our own vaults is tough to take now; but in the long run, it may be helping to create audiences for the vastly superior, new, modern, theatre entertainment."

This fact plus "changing trade practices" such as increase in two-a-day reserved seat productions, longer films, added "art-house" revenue and the change in taste, may speed the day, Mr. Fabian said, when Hollywood once again will be master in its own house, and even in that of television."

FILM COMMERCIALS: $35 MILLION FIELD

TELEVISION film commercial production during 1956 grossed $35 million, according to estimates announced today (Monday) by Ross Reports-Television Index, New York industry information service. The total is projected from production reports included in the "1956 Survey of Tv Film Commercials" published by the research organization.

Rises in costs and production values during 1956 resulted in the current dollar volume, a $10 million increase over last year's estimate of $25 million. In each year, approximately 10,000 new film commercials were produced.

Ross Reports-Television Index also stated that Transfilm Inc., New York, was again the largest tv film commercial producer in the country, accounting for 8 to 9% of the total dollar volume for the industry. Other volume producers are Universal Pictures Co. Television, Universal City, Calif., and New York; Hal Roach Studios, Culver City, Calif.; Sarra Inc., New York and Chicago, and MPO Television Films Inc.,

TWO TOP CBS radio stations
TWO BIG Southwest Markets!

ONE LOW COST
Combination rate package!

When you're making out that schedule for the Southwest this sales-winning pair of CBS stations is a "must". TWO top stations . . . in TWO big markets . . . at ONE low combination rate. For availabilities and rates, write, wire or phone our representatives.

THE KENYON BROWN STATIONS
Now under one ownership and management

National Representatives **JOHN BLAIR & CO.**

New York. These five firms account for approximately 28% of the annual dollar volume of the industry, the report said.

Ten more film organizations are credited with doing an additional 25% of the dollar volume of film commercials with the total of 53%, or about $18.5 million being accounted for by 15 leading film makers in the U. S.

Animation production now accounts for about 25% of the industry's dollar volume, or approximately $8,750,000. Animation costs 75 to 80% more to produce than quality live action commercials, the report found. Quality live action 60-second commercials fall into the $4,000-$5,000 cost class, while comparable animation ranges from $7,000-$9,000. Firms leading in 1956 in animation production include Trans-Film Inc., New York; UPA Pictures Inc., New York and Burbank, Calif.; Shamus Culhane Productions Inc., New York; Academy Pictures Inc., New York, and Playhouse Pictures, Hollywood.

Over $15 Million Expected In Tv Sale of Republic Films

REPUBLIC Pictures Corp., and its subsidiary company, Hollywood Television Service Inc., predicts that it will get a gross income of $15 to $20 million from the 210 pictures produced since Aug. 1, 1948 which will be offered to television as soon as conditions permit, according to President Herbert J. Yates in his annual report to stockholders. Sales from pictures made before 1948 have already exceeded $11 million, the report revealed.

Hollywood Television Service Inc. during the past year has added production of tv commercials. This effort yielded a gross income of $500,000 and from business in sight, gross income from this source is expected to top $1 million in 1957.

The movie firm has already completed two series of television pictures. Each representing 39 half hours. The two series were *Stories of the Century* and *Frontier Doctor.*

Screencraft to Distribute New Science Series in East

EASTERN distribution rights to *Operation Tomorrow,* a series of 39 half-hour true-science features, were acquired last week by Screencraft Pictures Inc., New York. The contract, signed with Tom J. Corradine Assoc. Inc., national distributors of the series, calls for Screencraft distribution east of the Mississippi. The films are privately produced by Dr. Martin Klein, a scientist and inventor, and deal with a myriad of topics based on actual technological advances such as atomic propulsion, automation, guided missiles, etc.

Meanwhile, Screencraft announced that it had placed its *Judge Roy Bean* western series in 10 additional markets, bringing sales to a total of 85, of which nine were color film sales. The *Bean* series is available in both black-and-white and color. Sales for the *Mickey Rooney Show* were brought up to 25 with the addition of two more markets last week.

SALE REPORT, STOCKHOLDER OKAY MAKE LOEW'S TV OUTLOOK BULLISH

LOEW'S INC. tv operation seemed once again to be in high gear last week as the firm passed a stockholders' test in a meeting in New York Thursday and the MGM-TV division consummated three sales of its pre-1949 library to stations.

The MGM-TV Div., at the same time, has "reviewed its sales policy" and has made certain "adjustments." It now expects additional sales to stations throughout the country. Also reported is a plan to hire more manpower in its tv program sales department. MGM-TV is engaged in the sale of the feature film library to stations, in producing tv film series, in producing film commercials for television, in acquiring interests in certain tv stations and in working out arrangements for film production in cooperation with networks. Charles (Bud) Barry, vice president in charge of television activities heads the division.

The sales reported last week included the lease (seven years) of its library to KTVT (TV) Salt Lake City, and to General Teleradio stations WHBQ-TV Memphis and CKLW (TV) Windsor, Ont. (Detroit market). While no figures were revealed, it was estimated that the CKLW pact involved about $2 million and WHBQ-TV in the vicinity of $1 million, for a total of $3 million. No price was disclosed on the Salt Lake City transaction.

Meanwhile, it was reliably reported that MGM-TV as of Thursday night was negotiating with General Teleradio for sale of the library to WNAC-TV Boston. That pact would boost the GT transaction to a grand total of about $5 million for all three stations.

The division also is negotiating for the licensing "for a limited period" of its pre-1949 short subjects for a minimum income of $4.5 million. This does not include MGM's "Tom and Jerry" cartoons, which it is holding for theatrical reissue.

In its other activity, MGM-TV has completed commercials for Knickerbocker beer (Ruppert Breweries), through Warwick & Legler, and has an arrangement with ABC-TV [B•T, Feb. 18] involving among other things, an hour-long mystery anthology, tentatively titled *Mystery Street.* As yet, a pilot has not been completed. Production costs are expected to run about $100,000 per film in this series.

At Loew's stockholders meeting, President Joseph R. Vogel, who has taken an apparently bullish view of the company's tv activity that started late last June, estimated that the gross realized from its film rentals (including the shorts) should total approximately $40 million. On filmed programs for tv, Mr. Vogel noted that "our past productions and our library of unproduced novels and plays offer a reservoir of story material highly valuable in the television market today.

"In the case of both entertainment and advertising films the unexcelled resources of the MGM studio—its sound stages—its many departments—the skill of its craftsmen—should have great appeal to sponsors seeking high calibre productions."

Loew's also owns WMGM New York, its only radio outlet, a phonograph record division and music corporations. For all of these, Mr. Vogel said he expected this year to be "even better" than the last "which was highly satisfactory."

Films Available Again

In showing his enthusiasm for leasing pre-1949 features to tv, Mr. Vogel noted that the policy of leasing—rather than outright sale—retains the company's interest in story properties, remake value and theatrical reissue in this country and abroad. He noted, too, that at the end of the seven-year license period, the films once again can be made available to tv. The MGM films are paid for by the stations in either five or seven years (in the case of General Teleradio it is five years, it was learned).

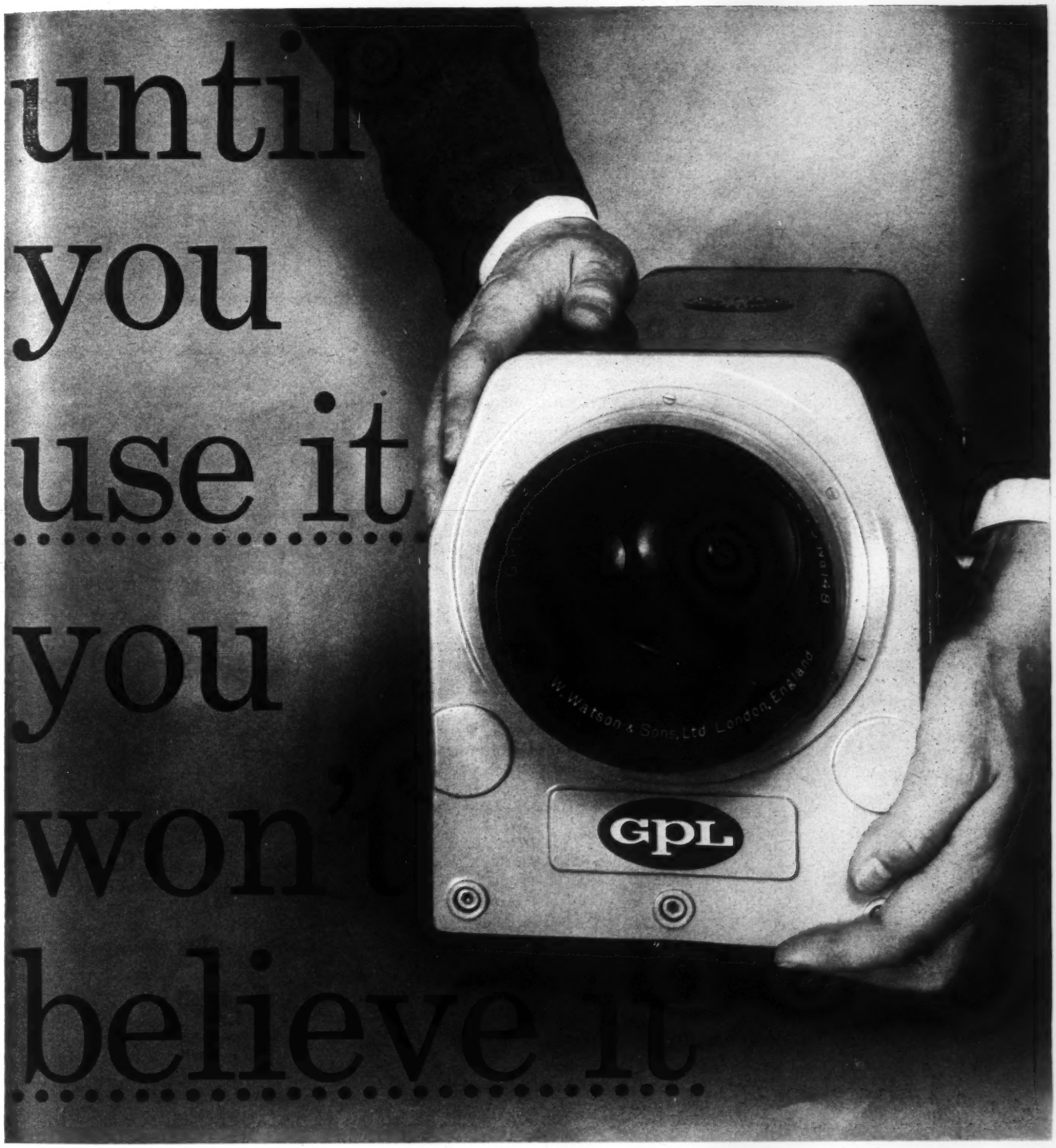
MGM-TV paid about $750,000 for its 25% interest in KMGM (TV) Minneapolis—to be paid in installments at the rate KMGM pays for the feature films it acquired in a separate transaction, and in its option to purchase a quarter interest in KTVR (TV) Denver, the price was about $400,000. These figures were disclosed at

THAT PARAMOUNT BACKLOG

WITH the spotlight in the film world on the continued sale of features to tv, attention once more focused last week on the plans of Paramount Pictures Corp. for its big backlog. Paramount is the sole major studio withholding its pre-1949 feature product from tv.

Paramount spokesmen in New York repeated the company still seeks a prospective customer. But it was apparent that no agreement was yet in sight. While no concrete figure has been advanced, it has been reported that Paramount is asking $50 million for its available library, said to number about 700 pictures.

CBS denied a report last week that it was a prospective buyer. Paul Raibourn, vice president of Paramount Pictures, is on a two-week vacation, and his office reported that no deal had been made, nor was one in the offing. Barney Balaban, president of Paramount, has stated publicly that when the price in effect was "right," the motion picture company would sell to tv.



So GPL invites you to use this remarkable VARI-FOCAL LENS– without cost or obligation–for a 2-week period.

Discover for yourself the amazing capabilities of this precision lens, its unique benefits for you. Use it in your regular studio and remote operations. Work it *hard*. Test it. Compare it.

GPL VARI-FOCAL's range is nearly *double* that of any other lens. It has a *completely flat field* through the entire 3″ - 30″ focal length. Its optics are *fully color-corrected*. And, best of all, resolution of the *entire* picture area is *knife-edge sharp*.

Use VARI-FOCAL and see for yourself why all three major nets use it for top programs, newscasts and commercials. Phone, write or wire Mr. N. M. Marshall, Sales Manager, General Precision Laboratory Incorporated, Pleasantville, N. Y.

GPL

SUBSIDIARY OF GPL

N.A.R.T.B. Show Booth 30

the stockholders meeting.

Mr. Vogel said he would not comment on reported negotiations between Loew's and 20th Century-Fox to share studios, and he admitted that Booz, Allen & Hamilton soon will have a report ready pointing the way to economies in the Loew's operation, particularly its studios. Loew's in the last fiscal year ended Aug. 31, 1956, spent more than $6.6 million in advertising, it was disclosed, and in answer to another question by a stockholder, Mr. Vogel said the company paid him a salary of $3,000 a week.

In his formal statement, Mr. Vogel acknowledged that tv is "unquestionably affecting theatre attendance" but that the limit has "pretty nearly" been reached. He noted, too, that the showing of old films on tv has generated greater interest in the new product than is shown by theatres. (Also see remarks by S. H. [Si] Fabian, page 46). "But, of course," Mr. Vogel observed, " a picture without popular appeal does less than ever before because it cannot compete with free entertainment on television."

For the benefit of curious shareholders, Mr. Vogel explained the policy of leasing to tv rather than outright sales of feature films. For one thing, he said, the "actual worth" of the features is not known, leases always can be converted into outright sale if necessary and the advantage of capital gains in sale possibly may apply equally to rental. Loew's is taking steps to facilitate the converting of income to capital gain in the rental of films, he indicated.

Other discussion at the meeting took up the question of stock options, the election of directors (there was no controversy), the matter of a stock split (Loew's Inc. will spin off its film company, thus separating corporately the theatre and the motion picture production functions), and management policy.

Loew's realized a net profit after taxes for the fiscal year of $4,837,729 or equivalent to 91 cents a share, a drop of nearly a half million dollars from the preceding year [B•T, Jan. 28].

RKO Teleradio Names Kaufman, Vice Pres., 'Trouble Shooter'

ELECTION of Arnold Kaufman as a vice president of RKO Teleradio Pictures Inc. was announced last week by Thomas F. O'Neil, vice president and board chairman. Mr. Kaufman's precise assignment was not detailed, but he will continue serving as an executive aide to Mr. O'Neil and as "a trouble shooter" for the various divisions of RKO Teleradio Pictures.

Mr. Kaufman has been associated for the past ten years with General Tire & Rubber Co., of which RKO Teleradio is a wholly-owned subsidiary. In 1948 he was transferred to the Yankee Network in Boston and in 1952 to Mutual's headquarters in New York.

Guild Films Appoints Menard

DONALD MENARD, manager of KMGM (TV) Minneapolis, has been appointed head of the newly-established Minneapolis branch office of Guild Films Co., according to John Cole, Guild sales vice president.

Food Advertisers Rank First As Sponsors in Ziv Tv Study

FOOD advertisers are in first place on Ziv Tv's client list for syndicated films, accounting for more than 20% of both the company's gross volume and its total number of sponsors. This information is contained in the results of a study released last week by Ziv Tv.

M. J. Rifkin, Ziv Tv vice president in charge of sales, said that although the company's increase in sales in 1956 over 1955 was 46%, the gain in the food category was almost 70%. Within the food classification, Mr. Rifkin stated, the two groupings that showed the most substantial increases in sponsorship during 1956 were dairy companies and supermarket chains, which also market their own brands of foods and household products.

Beer and ale advertisers account for about 15% of the company's syndicated business, Mr. Rifkin reported. They are followed by gas and oil companies, 10% and automobile dealers (new and used cars), 5%. The remaining 50% of Ziv Tv's business, he said, comes from various business categories, including banks and insurance companies, retail stores, hospital plans, public utilities, soft drink bottlers and tobacco firms.

'Tugboat Annie' Pilot Film Gets 82% Approval at Movie Preview

A PILOT FILM of the *Tugboat Annie* tv series made by Television Programs of America, New York, received an 82% vote of approval from moviegoers after its unannounced "sneak preview" last month at a Chicago motion picture theatre.

Following the showing of the half-hour film between two color full-length movies, 447 people in the audience turned in cards stating that they liked the episode film and that they would watch the series on tv.

Bruce Eells, TPA vice president, announced the survey results a fortnight ago following his return to New York from Chicago.

Frank Young to NTA Post

APPOINTMENT of Frank Young, formerly press director of Screen Gems Inc., New York, as director of publicity for the NTA Film Network, was announced last week by Ely A. Landau, president of National Telefilm Assoc. Inc. Mr. Young, who will report directly to Mr. Landau, also will handle the 10 new tv series currently being produced for NTA by Desilu Productions and 20th Century-Fox.

MR. YOUNG

Harry Algus continues as publicity director of NTA, concentrating on activities of the parent company, the feature film packages and the film series presently in syndication.

NEGOTIATIONS were completed recently for the purchase of 86 20th Century-Fox films by Courtesy Motor Sales of Chicago for showing on the auto company's weekly show over WBKB (TV) Chicago. The Hollywood films are included in a feature package owned by WBKB and distributed by National Telefilm Assoc. Inc. At the signing (l to r): Johnny Graff, NTA vice president in the Midwest; Jim Moran, president of Courtesy Motor Sales; Hal Barkun, account executive of Malcolm-Howard Adv. Agency (Chicago), which placed the business, and Sterling C. Quinlan, vice president of WBKB.

U-I Converts Stage for Use By Its Television Department

STAGE 9 of Universal-International Studios, Universal City, Calif., has been converted to the exclusive use of the tv department, it was announced last week by George Bole, in charge of the studio's shorts and television production.

In addition, Mr. Bole and his staff still have access to all of the studio's facilities and technical personnel whenever they are needed for production of television commercials, he said.

KOA-TV Buys Exclusive Rights To Britannica Films Library

KOA-TV Denver is the purchaser of exclusive rights to the entire 600 short-subject Encyclopaedia Britannica Films library over a five-year period, according to Richard Carlton, vice president of Trans-Lux Television [B•T, Feb. 18].

The KOA-TV programming will be in the 5-6 p.m. period Sundays starting after the daylight time change in April.

Paramount Labs Put to New Use

PARAMOUNT PICTURES Corp., which on Feb. 15 discontinued the 30-year-old Paramount newsreel service [B•T, Jan. 28], has announced plans to convert its New York film lab into "a major, ultra-modern plant" to service outside tv and movie film producers with both sound recording and film processing. At the same time, Paramount President Barney Balaban said that his firm also will modernize its Queens, N .Y., lab. Operations will be conducted as an affiliated commercial enterprise.

SALAAM ALAKIM!
Behold! Soon the grand wazirs of television, agencies and sponsors will be privileged to audition the spectacularly new and exciting adventure series...
SABU
...never-before-told tales of daring deeds and wondrous enchantment from the fabled city of Samarkand, to gladden the hearts of youth and all who share the spirit of youth ...filmed in Eastman color...starring the fabulous Sabu himself and a cast whose every player will excite the imagination of television viewers.
An Interstate TELEVISION CORP. production
FILMED AT
Allied Artists Studios

Paul DeKoning, President of Jantzen, Inc., says:

"I send her out in the worst weather!"

"But I've got to! Top-fashion Jantzen swimsuits are rushed to the stores in mid-winter to beat competition for cruise and resort wear.

"Speed is essential. The styles that catch on are followed by big re-orders.

"To meet the demand – before our competitors do – we rely on Air Express!

"Our swimsuit factory here in Portland, Oregon uses Air Express to ship all over the country. Air Express never fails us.

"Air Express is using radio-controlled trucks to hustle shipments on the ground to and from airports. And any shipment can be instantly traced by the new Air Express private teletype system.

"Yet, we save money by specifying Air Express. For instance, a 10 lb. shipment from Portland, Oregon to Kansas City, Missouri costs $6.66. That's 57¢ less than any other complete air service."

Air Express

30 YEARS OF GETTING THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* **RAILWAY EXPRESS AGENCY**

13 New Tv Commercial Series Being Produced by Universal

UNIVERSAL Pictures' television department is producing 13 new series of tv commercials on behalf of clients handled by seven advertising agencies.

According to Norman E. Gluck, who is in charge of tv at Universal, this is the greatest production activity in the department's nine-year history. To meet the expansion, one of the sound stages at Universal-International studios in Hollywood has been turned over to tv production and adapted to specific requirements of tv spot production.

The new series, now in various stages of production, and the agencies through which they have been placed: Pepsi-Cola and Mercury automobiles, through Kenyon & Eckhardt; Hit Parade cigarettes, De Soto automobiles and Du Pont, via BBDO; Marlboro cigarettes, Kellogg cereals and Camay soap, through Leo Burnett; Lux beauty soap and Ford cars, via J. Walter Thompson; Budweiser beer, via D'Arcy; Chevrolet cars, through Campbell-Ewald, and Dodge automobiles, through Grant Adv.

Dolgin Heads New Film Firm

SOL DOLGIN has resigned as exploitation director of Gross-Krasne Inc., tv film producer, to form his own company, Dolworth Productions, with headquarters at 9145 Sunset Blvd., Hollywood. Mr. Dolgin is president of Dolworth, with Paul Schriebman as vice president and Madelyn Jones as secretary-treasurer. The firm plans to start production on its first feature in April. Filming will be done at California Studios, Gross-Krasne affiliate.

'Sheriff' Sold to 17 More

NATIONAL Television Assoc., N. Y., reported last week that 17 additional tv stations have bought its *Sheriff of Cochise* half-hour films series, raising total markets to date to 174. The major market outlets recently signed are WCAU-TV Philadelphia, WCKT (TV) Miami, WSB-TV Birmingham and WMBR-TV Jacksonville, Fla.

FILM SALES

CBS-TV Film Sales N. Y., reports that CBS Newsfilm syndicated station service has been sold in six new markets, raising total markets to date to 106.

Minot-Tv, N. Y., announces sale of *The Tracer* film series to WLBC-TV Muncie, Ind., WSAV-TV Savannah, Ga., and WDSM-TV Duluth, Minn.

FILM PEOPLE

Frank Schudde, animation supervisor, Terrytoons, N. Y., named production manager.

Donald E. Willis, designer-animator, Alexander Film Co., Colorado Springs, Colo., to Keitz & Herndon, Dallas, as animation artist.

Martin Davis, eastern advertising-publicity director, Allied Artists Productions, N. Y., father of boy, Philip Thomas, Feb. 16.

Gene Buck, Ex-ASCAP President, Dies After Emergency Operation

EDWARD EUGENE (Gene) BUCK, 71, a founder in 1914 and for 18 years (1924-42), president of the American Society of Composers, Authors & Publishers (ASCAP), died a week ago Sunday after an emergency operation at the North Shore Hospital, Manhasset, New York.

MR. BUCK

In 1922, Mr. Buck, after hearing several of his own compositions used without compensation on one of the first radio broadcasts, launched the famous fight against the broadcasting industry, which had a climax in 1940 with the founding of Broadcast Music Inc., a struggle which came to public light anew last fall during the course of the Celler hearings. Mr. Buck, is survived by his wife, Helen, and two sons.

Wayne Richard Steffner Dies In Los Angeles of Heart Attack

FUNERAL services for Wayne Richard Steffner, president, Wayne Steffner Productions, were held last Monday at Wee Kirk O' the Heather Chapel in Los Angeles, Calif. He died from a heart attack on Feb. 23. Mr. Steffner had been sales manager of Columbia Pacific Radio Network for approximately 10 years before forming his own firm. His firm has produced *You Asked For It,* for Skippy peanut butter on ABC-TV for more than six years. Firm also owns and produces two syndicated radio programs, *Art Baker's Note Book* and *Point of Law.* It will continue to operate as before under the supervision of Everett Tomlinson, long time associate of Mr. Steffner. Mr. Tomlinson has been named general manager of Wayne Steffner Productions. Surviving Mr. Steffner are his widow, Mrs. Dorothy N. Steffner; two sons, Wayne Jr. and Dwight; a brother and two sisters.

N. Y. Radio-Tv Talent Firm Formed

FORMATION of a new talent agency servicing radio-tv writers, actors and producers —as well as members of other creative fields —has been announced by Harriet Kaplan and Lili Veidt, formerly with Henry C. Brown agency. It is located at 527 Madison Ave., Suite 207, New York 22. The new firm name has not been selected.

Big Ten Supports NCAA Plans

BIG TEN officials voted Feb. 22 to place its conference support behind the National Collegiate Athletic Assn.'s 1957 national-regional football tv program. Their decision followed a two-day meeting of the conference's faculty members and athletic directors. Big Ten schools also were urged to cast their individual votes for the NCAA plan [B•T, Feb. 25], though the recommendation is not binding on member colleges.

Does Trend Toward Big Quizzes Mean Windfalls for Musicians?

POPULARITY of quiz shows on television is having the side effect of encouraging the use of live music on other types of programming, according to Paul Taubman, musical director of NBC-TV's *Twenty One* and other quiz shows.

Mr. Taubman told B•T that live music has been used sparsely in the past on dramatic shows, in which he feels it can make a "valuable contribution at a low cost," but that in recent weeks there has been a "quickening interest" in live music by packagers and producers. He observed that CBS-TV's *Studio One* shortly will utilize live music and NBC-TV's *Wide Wide World* has been placing increasing emphasis on pickups of orchestras. Under Producer Philip Barry Jr., Mr. Taubman pointed out, NBC-TV's *Alcoa Hour-Goodyear Playhouse,* has been using live music with a 14-piece orchestra.

Mr. Taubman, who handles the music on *Twenty One, Tic Tac Dough,* and *You're on Your Own,* as well as several daytime serials, contends that live music can enhance the production value of a dramatic program far beyond the investment made. He pointed out that he uses the services of six former members of the NBC Symphony on *Twenty One,* and claimed the budget for music in "miniscule," compared to expenditures for other items. A musician can be hired for a half-hour program, he said, for less than $22, counting one hour rehearsal time. Mr. Taubman believes that the skillful use of live music on the top eight or nine quiz programs, designed to heighten suspense, create a mood or sustain a theme, has whetted the interest of packagers and producers, and he envisions a gradually expanding utilization of live music.

New Subsidiary, Prep Records, Planned by Capitol Records

CAPITOL RECORDS Inc., Hollywood, declaring that "there is a limit to how many artists and tunes you can issue on any one label," has created a subsidiary, Prep Records Inc., New York.

Glenn E. Wallichs is president of both the parent firm and Prep. Other Prep officers have been announced as Irving Jerome, vice president and national sales manager, who has been New York district manager for Capitol; Leo Harmon, attorney in the Capitol Records legal department, secretary of Prep, and Harry Wood, Capitol controller, Prep treasurer. James R. Gordon, industrial relations director of CRI, will remain in Hollywood as administrative manager of Prep. Manny Kellem, New York district promotion man for Capitol, will be attached to Vice President Jerome's office in that city as district sales and promotion manager of Prep Records.

The new firm will headquarter at 1370 Broadway, New York City. It expects to release its first single record about April 1, with album plans to be announced later.

FCC OPENS UP ON DEINTERMIXTURE

- **10 cities get vhf assignments; 5 v stations lose**
- **Biggest surprise: GE loses ch. 6 Schenectady**
- **Appeals inevitable, may take one to three years**
- **Commission will explain actions on Hill Tuesday**

THE FCC last week opened up 10 more vhf assignments in as many cities. Left in post-operative shock were five vhf broadcasters who were told they must change to uhf.

In two other cities the Commission deleted unoccupied vhf channels [see accompanying box].

The far-ranging decisions on proposals which have wracked the Commission and the broadcast industry for the last two years were taken almost on the eve of the Commission's scheduled appearance before the Senate Commerce Committee. The FCC is due to justify its deintermixture proposals tomorrow.

Biggest surprise in the moves (which affect 18 communities) was the deletion of ch. 6 in Schenectady, N. Y. General Electric Co. has operated ch. 6 WRGB (TV) in that city since 1939. There have been conflicting statements as to whether or not GE will go along or appeal.

Immediate reaction from broadcasters who have been ordered to relinquish cherished vhf grants, and from their Washington attorneys, was that appeals would be taken. These would constitute petitions for reconsideration to the FCC or court action, it was said. None was able to be more specific, since the official orders were not issued until Friday. Uhf operators who plumped for the deletion of vhf channels in Hartford and Madison were also certain they would file appeals.

Consensus in Washington was that the deletion of operating vhf stations would entail litigation lasting anywhere from a year to three years.

Included in the orders was an authorization for KTVI (TV) St. Louis, Mo., now operating on ch. 36, to begin temporary operation on ch. 2—moved to St. Louis from Springfield, Ill.

At the same time, ch. 3 WTIC-TV Hartford, Conn., was freed to begin building. The Commission deleted the condition attached to this July 1956 grant which prohibited construction pending the outcome of the deintermixture proposals.

A similar action freeing ch. 4 WWL-TV New Orleans, La., to build was expected as soon as the FCC staff complied with Commission instructions to draft a decision retaining ch. 4 there and adding ch. 12.

The FCC's action last week in deleting vhf channels hits operating stations in Fresno, Calif., and Evansville, Ind., as well as WRGB. In Peoria and Springfield, Ill., grantees were prohibited from beginning construction until the deintermixture cases were finally decided.

The Commission's actions, except that involving ch. 6 in Schenectady, all were previously reported as having been tentatively approved [B•T, Jan. 21, Feb. 11].

In taking these final steps—all based on proposals issued by the FCC last June—the Commission divided between those favoring deintermixture and those opposed.

Comrs. John C. Doerfer and Richard A. Mack dissented in virtually all decisions deleting vhf assignments. Comrs. Rosel H. Hyde, Robert T. Bartley and Robert E. Lee dissented in all decisions favoring the retention of vhf channels in intermixed markets (Hartford and Madison). Comr. T. A. M. Craven abstained from voting in three situations: Springfield-St. Louis, Peoria-Rock Island, Fresno-Santa Barbara. Before being appointed to the Commission last year Comr. Craven was a consulting engineer. He had announced previously he would abstain from voting in situations where he or his firm (Craven, Lohnes & Culver) had been engaged to do work for one of the parties. Comr. Mack hit out at what he termed the piecemeal approach to the uhf-vhf problem. He advocated no moves until the Commission was ready to attack the problem on a large scale. He advocated retaining the *status quo* until the investigation and report by the Television Allocations Study Organization was completed.

It also was understood that Comr. Mack proposed that tv chs. 2-6 be deleted and the spectrum space be turned over to non-broadcast use. He also favored, it was reported, that those stations operating in the low vhf band be given uhf channels in substitution but his proposal died for lack of a second.

In line with the Commission's move of ch. 6 to Syracuse, it was understood that the Commission had instructed its staff to study the feasibility of using ch. 6 somewhere near Providence, R. I. This move would involve specifying the site for ch. 5 Boston (still in hearing status) somewhere north of that city; and of ch. 6 Portland, Me. (WCSH-TV), north of that city. Involved also would be ch. 6 at Nashquitsa, Mass. (Martha's Vineyard), for which four applications have been filed. It is believed this might allow the assignment of ch. 6 somewhere south of Providence. Sen. John O. Pastore (D-R.I.), chairman of the Senate Commerce Committee subcommittee on communications, has strongly advocated the assignment of a third vhf channel to the Providence area.

It had been expected that the FCC would take up the Craven plan within the next few weeks. This proposal, recommended by Comr. Craven last December, proposes to delete the television table of assignments thus opening up about 20 communities for additional vhf allocations via applications. It would at the same time remove a number of educational reservations in significant markets. However, it was learned last week that the Commission decided to pass consideration of the Craven plan until a later date. This may come after the FCC concludes its actions on the still pending deintermixture proposals.

TASO was instituted last year as a "crash" program to investigate the potentials of uhf, possible improvements in transmitting and receiving equipment, and other factors. Upon completion of this study, TASO is to recommend its findings to the Commission.

The study organization is headed by Dr. George R. Town, former Iowa State U. professor and Stromberg-Carlson television research engineer. TASO was organized, on FCC Chairman George C. McConnaughey's call for an industry research program, by NARTB, RETMA, Assn. of Maximum Service Telecasters, Committee for Competitive Television, and Joint Council on Educational tv.

Specific actions taken by the FCC last week:

Fresno, Santa Barbara—Moved ch. 12 Moved ch. 12 from Fresno to Santa Barbara. Moved ch. 30 from Madera, Calif., to Fresno; substituted ch. 59 for ch. 30 at Madera. This makes Fresno all uhf, and gives Santa Barbara it second vhf.

KFRE-TV Fresno, which has been operating on ch. 12 with a CBS affiliation since May 1956, was isued a show cause order to move to ch. 30.

An alternative proposal to move ch. 12 from Fresno to Bakersfield was denied, according to the FCC decision, because of its possible reception in the Tulare-Fresno area.

Comrs. Doerfer and Mack dissented; Comr. Craven abstained.

Besides KFRE-TV, Fresno also has operating KJEO (TV) on ch. 47, ABC; KMJ-TV on ch. 24, NBC, and KVVG (TV) Tulare, Calif., on ch. 27. KBID-TV on ch. 53 is off the air. Santa Barbara is served by KEYT (TV) on ch. 3, with all three networks. Since Santa Barbara is less than 200 miles from the Mexican border (where ch. 12 is assigned to Tijuana), concurrence of the Mexican government must be secured, it was understood.

Peoria-Davenport-Rock Island-Moline—Ch. 8 was deleted from Peoria, to make that city all uhf, and moved to the Davenport-Rock Island-Moline area, adding a third vhf there. Chs. 25 and 31 were added to Peoria and an order will be issued assigning WIRL-TV, holder of conditional grant for ch. 8 to move to a uhf fequency. WIRL-TV was forbidden to build pending the outcome of the deintermixture cases.

A proposal to move a vhf into Harrisburg, Ill., was deferred and made a separate proceeding.

Comrs. Doerfer and Mack dissented;

Comr. Craven abstained.

Besides WIRL-TV, Peoria is now served by WEEK-TV on ch. 43, NBC, and WTVH (TV) on ch. 19, CBS and ABC.

Davenport-Rock Island-Moline has two operating tv stations; WHBF-TV on ch. 4, CBS and ABC, and WOC-TV on ch. 6, NBC.

Harrisburg has WSIL-TV on ch. 22, with an ABC affiliation.

Elmira—Ch. 9 was deleted and ch. 30 added, making Elmira an all uhf city. Move required that ch. 37 be deleted from Auburn, N. Y. Ch. 9 was dropped into Elmira last year, and quickly drew three applications—WENY Elmira, WVET Rochester, N. Y., and Tv Associates of Elmira (including WELM Elmira interests). These have been withdrawn. Operating in Elmira is WSYE-TV, ch. 18, a satellite of NBC-affiliated WSYR-TV Syracuse. Off the air is WTVE (TV), ch. 24.

Hartford—Decided to retain ch. 3. Removed condition on grant held by WTIC-TV. Proposal to move ch. 3 to Providence, R. I., area was not approved because of potential "white areas" and the doubt that a ch. 3 station far south of Providence could provide city service to the Rhode Island city. There was also thought that Providence viewers of ch. 4 WBZ-TV Boston and educational ch. 2 WGBH-TV Boston might lose these signals due to adjacent channel interference.

Comrs. McConnaughey and Craven concurred; Comrs. Hyde, Bartley and Lee dissented.

Operating in Hartford area are WHCT (TV) on ch. 18, owned by CBS; WNBC (TV) New Britain, on ch. 30 and owned by NBC, and WNHC-TV New Haven on ch. 8, ABC.

Madison—Retained ch. 3, denied proposal to switch to educational or remove from city. WISC-TV Madison has been operating since June 1956. Also operating are WKOW-TV on ch. 27, ABC, and WMTV (TV) on ch. 33, NBC.

Comrs. Hyde, Bartley and Lee dissented.

Transmitter Site Is Factor

One of the reasons for denying the proposal to move ch. 3 to Rockford, Ill., was that the transmitter site there would have to be so far to the east of that city that a Grade A signal would cover parts of Madison, and the Grade B coverage would equal that of the uhf outlets in Madison.

In another arena last week, the appeal of WISC-TV from the Commission's actions proposing to deintermix was dismissed by the U. S. Court of Appeals in Washington. The court said the FCC had taken no action yet, therefore there was nothing to appeal from.

In the first announcement of instructions to the staff, instituted only last month, the Commission announced it had told the staff to draw up orders involving the following:

New Orleans—Retain ch. 4 and add ch. 12. WWL-TV New Orleans holds the grant for ch. 4 there, but has been prohibited from building pending the outcome of the deintermixture proposals. It will be the CBS outlet, it is understood. New Orleans has two stations operating (WDSU-TV on ch. 6 with all three networks, and WJMR-TV on ch. 20 with CBS and ABC affiliations) and three permittees (WCKG [TV] on ch. 26, WWEZ-TV on ch. 32 and educational station WYES [TV] on ch. 8). The addition of ch. 12 will give New Orleans its third vhf.

Houma—Add ch. 11, giving that bayou city less than 50 miles from New Orleans its first vhf. It has one uhf allocated, but unsought.

Lake Charles-Lafayette—Added ch. 3 to this area, giving it its third vhf. Operating are KLFY-TV Lafayette on ch. 10, CBS; KPLC-TV Lake Charles on ch. 7, NBC and ABC, and KTAG (TV) Lake Charles on ch. 25, with CBS.

Beaumont-Port Arthur—Added ch. 12, giving this area its third vhf. Operating is KFDM-TV on ch. 6, CBS and ABC. KBMT (TV) on ch. 31 is off the air, and an initial decision is held by KPAC-TV for ch. 4.

Albany-Schenectady-Troy, Syracuse, Vail Mills—Made the tri-city area of Albany-Schenectady-Troy all uhf by deleting chs. 6 and 10, and moving ch. 6 to Syracuse. Syracuse gets its third vhf channel.

Issued a show cause order to General Electric Co., changing its operation to ch. 47 returnable April 15.

Comrs. Doerfer and Mack dissented; Comr. Hyde concurred. Comr. Mack suggested that vhf channels be deleted also in Utica and Binghamton, N. Y., to make the area all uhf.

There were conflicting statements on the part of GE officials regarding that company's cooperation in the matter. R. W. Welpott, general manager of WRGB, stated that GE would contest the move. He said more than 129,700 viewers now watching WRGB would be deprived of tv service. On Thursday, Dr. W. R. G. Baker, GE vice president in charge of its electronics division, told B•T that the company was still considering the matter. He said there should be a decision within the next several days.

Sources at the Commission implied that Chairman McConnaughey had received some sort of informal assurance from top GE officials that the company would accept the show cause order in the interests of harmony. There were also strong inferences that the Commission, also informally, had promised ch. 6 in Syracuse to GE. However, WFBL Syracuse announced last week that it was prepared to apply for a vhf channel if one is assigned to Syracuse.

GE has been in the forefront in the advocacy of uhf. More than a year ago it instituted a financial and film organization to help bail out economically distressed uhf stations.

The Commission's move, Dr. Baker said, in referring to all the deintermixture actions, should spur manufacturers to greater efforts to develop a commercial and competitive uhf television receiver.

There were suggestions that GE might be called on to operate on ch. 6 and on ch. 47 for a transition period in Schenectady.

Pioneer in Tv Development

A pioneer in television development, GE built and began operating in its home city of Schenectady in 1939. WRGB was commercially authorized in 1947. GE's main plant is now in Syracuse.

In addition to WRGB, also operating in the Albany area are WCDA (TV) on ch. 41; WTRI (TV) on ch. 35; the former affiliated with CBS and the latter with ABC. Holding grants are WPTR-TV on ch. 23 and WTVZ (TV) on educational ch. 17.

Operating in Syracuse are WHEN (TV) on ch. 8, CBS and ABC, and WSYR-TV on ch. 3, NBC. Educational station WHTV (TV) on ch. 43 holds a permit.

Ch. 10 was assigned to Vail Mills, a short distance outside Albany, as a drop-in more than a year ago.

It was understood that assigning ch. 2 to the Utica, N. Y., area was discussed.

St. Louis, Terre Haute, Springfield—Assigned ch. 2 from Springfield to St. Louis, giving that Missouri city its fourth vhf. Added ch. 2 to Terre Haute, for that Indiana city's second vhf. Added chs. 26 and 36 to Springfield, Ill., making it all uhf.

Authorized KTVI (TV) St. Louis, now using ch. 36, to begin temporary operation on ch. 2 in St. Louis. This would be conditioned on the final outcome of applications filed for that vhf assignment. KTVI was asked to furnish engineering details by April 1 before beginning temporary operation on the low-band vhf. Station officials said it could begin operating on ch. 2, continuing its ABC affiliation, by mid-April. KTVI reportedly has lost in excess of $1 million.

WMAY-TV Springfield, which holds a grant for ch. 2 there, but which was forbidden to begin building until the deinter-

CHANNEL SHUFFLE ADDS VHF IN THESE CITIES

HERE's what the FCC did last week.

It added vhf channels to six cities and announced that it had instructed its staff to draw up orders adding vhf assignments to four more cities.

The six: St. Louis, Mo.; Terre Haute, Ind.; Davenport, Iowa-Rock Island-Moline, Ill.; Louisville, Ky.; Santa Barbara, Calif.; Syracuse, N. Y.

The four: New Orleans, Lake Charles-Lafayette, and Houma, La., and Beaumont-Port Arthur, Tex.

The Commission also retained the single vhf allocations in Hartford, Conn., and Madison, Wis.

It made these cities all-uhf areas by deleting the single vhf assignments: Springfield and Peoria, Ill.; Evansville, Ind.; Fresno, Calif., and Vail Mills, Schenectady and Elmira, N. Y.

Due to be considered sometime within the next two weeks are proposals to add vhf channels to Miami, Fla.; Norfolk, Va.; Charleston and Columbia, S. C., and Duluth, Minn.-Superior, Wis.

LOADED PROPOSAL

FILED last Thursday with the FCC was another of what has been almost a weekly quota of petitions to deintermix various cities. But this one had a stinger: It proposed to move ch. 3 Philadelphia (now occupied by NBC's WRCV-TV there) to Atlantic City, or alternatively, to move all commercial tv to the uhf portion of the band.

The move was proposed by WOCN (TV) Atlantic City, permittee of ch. 52. In arguing for this step, WOCN claimed that New Jersey has no television stations. WATV (TV) Newark, N. J., on ch. 13 is actually a New York station, it declared. It also charged that New Jersey was being discriminated against because New York has assigned 14 vhf and 47 uhf channels and Pennsylvania 11 vhf and 48 uhf channels. New Jersey, it noted, was blanketed by vhf signals from New York and Pennsylvania stations. New Jersey has 14 uhf assignments, the petition pointed out. Two stations were built and began operating but were forced to cease operations. These were WRTV (TV) Asbury Park (ch. 58) and WPFG-TV Atlantic City (ch. 46). Two other permittees relinquished their grants—WDHN (TV) New Brunswick (ch. 47) and WTTM-TV Trenton (ch. 41). At present there are only three construction permits outstanding, it said.

NBC acquired what is now WRCV-AM-TV Philadelphia in last year's swap with Westinghouse Broadcasting Co. (which in turn received NBC's Cleveland radio and tv outlets plus $3 million). This transfer is the subject of a Dept. of Justice antitrust suit against NBC and its parent RCA, on the grounds that NBC threatened to withdraw its affiliations from WBC stations unless Westinghouse acquiesced.

mixture proposals were decided, will be assigned a uhf frequency.

Chairman McConnaughey dissented to that part of the decision permitting KTVI to begin temporary occupancy of ch. 2. Comr. Doerfer voted against demixing Springfield, but concurred with the decision to permit KTVI to begin operating on ch. 2. Comr. Mack dissented, while Comr. Craven abstained.

Besides KTVI, St. Louis also has operating KSD-TV on ch. 5, NBC; KWK-TV on ch. 4, CBS, and educational station KETC (TV) on ch. 9. A four applicant hearing for St. Louis ch. 11 is still pending final decision, with CBS holding a favorable initial decision and reportedly set for the final grant.

Terre Haute has only one tv station operating: WTHI-TV on ch. 10, affiliated with all three networks.

Besides WMAY-TV, Springfield also has WICS (TV) on ch. 20 operating. It is affiliated with ABC and NBC.

Two weeks ago, WMAY-TV, and unsucessful ch. 2 applicant (Sangman Valley Telecasting Inc.), agreed to merge if ch. 2 remained in Springfield. Last week's FCC action removed the possibility of that action.

Evansville, Louisville—Moved ch. 7 from Evansville to Louisville, giving Louisville its third vhf. Added ch. 31 to Evansville from Tell City, Ind.; substituting ch. 78 at Tell City. Moved ch. 9 from Hatfield, Ind., to Evansville, reserved the vhf assignment for educational purposes in lieu of ch. 56, making Evansville all uhf commercial. Moved ch. 56 from Evansville to Owensboro for commercial use.

A show cause order to be answered April 15 was issued to WTVW (TV), which has been operating on ch. 7 in Evansville since August 1956, to change to 31. WTVW is ABC affiliated. Other Evansville operating stations are WFIE (TV) on ch. 62, NBC, and WHET (TV) Henderson, Ky., on ch. 50, CBS.

Comrs. Dorfer and Mack dissented.

WVSJ-TV Hatfield, Ind., holds a favorable initial decision for ch. 9. This was issued Feb. 18.

In Owensboro, Ky., WKYT (TV) operates on ch. 14.

Celler Calls Hearings On Merger Review Bill

REP. Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee, and chairman of its Antitrust Subcommittee, last week set public hearings on two bills to require advance notification of corporate mergers.

Under terms of one pending measure (HR 2143), introduced by Mr. Celler, which comes under the jurisdiction of a companies regulatory agency, would be forced to notify the agency at least 60 days in advance of the proposed merger. The regulatory agency, in turn, would seek the advice of the attorney general as to whether the proposed merger would be a violation of the antitrust laws.

A logical effect of the Celler bill on radio and tv mergers would be to increase the waiting time for consummation of a sale, for the FCC would have to notify the attorney general who in turn would have to study the case for antitrust implications.

The hearings will be conducted in Room 346 Old House Office Bldg. Wednesday.

Hearings on Community Systems In Colorado, Nebraska Take Place

A THREE-DAY hearing was held last week at the FCC on the applications of the Collier Electric Co. and American Telephone & Telegraph Co. for point-to-point tv microwave stations. Both applicants are seeking authorization to provide community antenna systems in Sterling, Colo., and Sidney and Kimball, Neb., to rebroadcast signals of tv stations in Denver.

Collier is seeking 6,000 mc and AT&T 3,700 mc with each planning to furnish essentially the same service. AT&T proposed to use facilities (lines, poles, etc.) constructed by Collier.

Testimony was taken by FCC Hearing Examiner Jay A. Kyle. The record was kept open to permit Collier to submit engineering data for possible cross-examination.

SENATOR WANTS U.S. TO BACK CAMPAIGNS

- **Neuberger outlines idea**
- **Appears before committee**

SENATOR Richard L. Neuberger (D-Ore.) last week suggested a series of reforms "with special emphasis on the principle of public assumption of basic election costs . . ."

His suggestion: "A certain number of minutes of broadcast time on radio and television stations covering the state or congressional district could be established as reasonable and adequate use of these media in campaigns for federal office. Candidates could then be authorized to submit vouchers covering that much broadcast time for payment of one-half the cost from public appropriations on condition they limited themselves to the reasonable amount of broadcast time. This principle could be extended to certain other media, for instance, to holders of second class mailing privileges."

Sen. Neuberger told the Senate Special Committee To Investigate Political Activities, Lobbying and Campaign Contributions that "excesses in the collection and expenditure of modern campaign funds are largely the result of unrestrained competition for public attention through extremely expensive media, particularly television, radio, printed materials and signs."

The Oregon lawmaker said the issue was raised in 1907 by President Theodore Roosevelt, who suggested to Congress that "The need for collecting large campaign funds would vanish if Congress provided an appropriation for the proper and legitimate expenses."

"The large expenditure needed for a modern campaign has mutiplied many times since the days of Theodore Roosevelt, when tv and radio were unknown and other expenses much lower," Sen. Neuberger said. He continued:

"The time has come to recognize that in a democracy the presentation of political candidates and issues to the voters in a campaign is not something done for the candidates, but for the public which must exercise as informed a choice as they can among them.

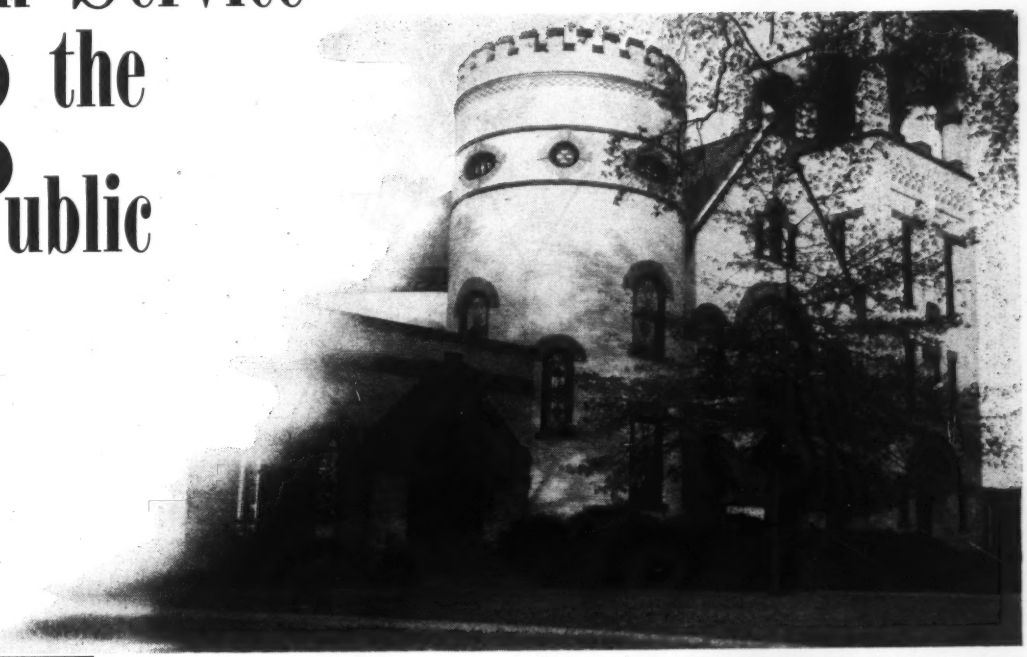
"No tinkering with regulatory laws will reform the evil of dependence on large campaign contributions until the heavy inevitable costs of bringing a modern election campaign to the public's attention is borne in part by the public itself. No reform could be a better investment in the democratic process.

FCC Veteran Van Dyke Retires

A VETERAN of 28 years with the FCC and its FRC predecessor, Marguerite M. Van Dyke retired last Thursday as chief of the tv branch of FCC's Broadcast License Div. Also retiring the same day was Joseph N. Jackson, chief of the file branch of the Docket Div., after 27 years with FCC-FRC. No successors have been appointed.

Robert W. Loehne, assistant chief of Broadcast License Div., tv branch, was appointed assistant chief of the Docket Div.

In Service to the Public



FIRST BAPTIST CHURCH SPARTANBURG
Dr. John L. Slaughter, Minister

Piedmont Carolina people have a deep religious background. They have those characteristics which once caused the iconoclast Henry L. Mencken to refer to this Piedmont foothill country as the "Bible Belt."

Years ago WSPA Radio recognized its responsibility to provide these Piedmont families with daily and weekly religious programming from the established churches and their pastors. WSPA gained its dominant position in radio listening in the Spartanburg-Greenville area by adhering strictly to the concept that the bedrock for successful broadcasting is service to the public.

It was natural that the sister television station of South Carolina's FIRST radio station would strive to bring to the more than a quarter of a million television homes in the Piedmont programs of similar high calibre.

A major step toward this objective was the inauguration of the only regular Sunday live church service in the area. WSPA-TV has now made it possible for those unable to attend the church of their choice, to worship through the great medium of television and to receive spiritual inspiration and solace which only a church service can offer.

Here is television at its best.

WSPA-TV

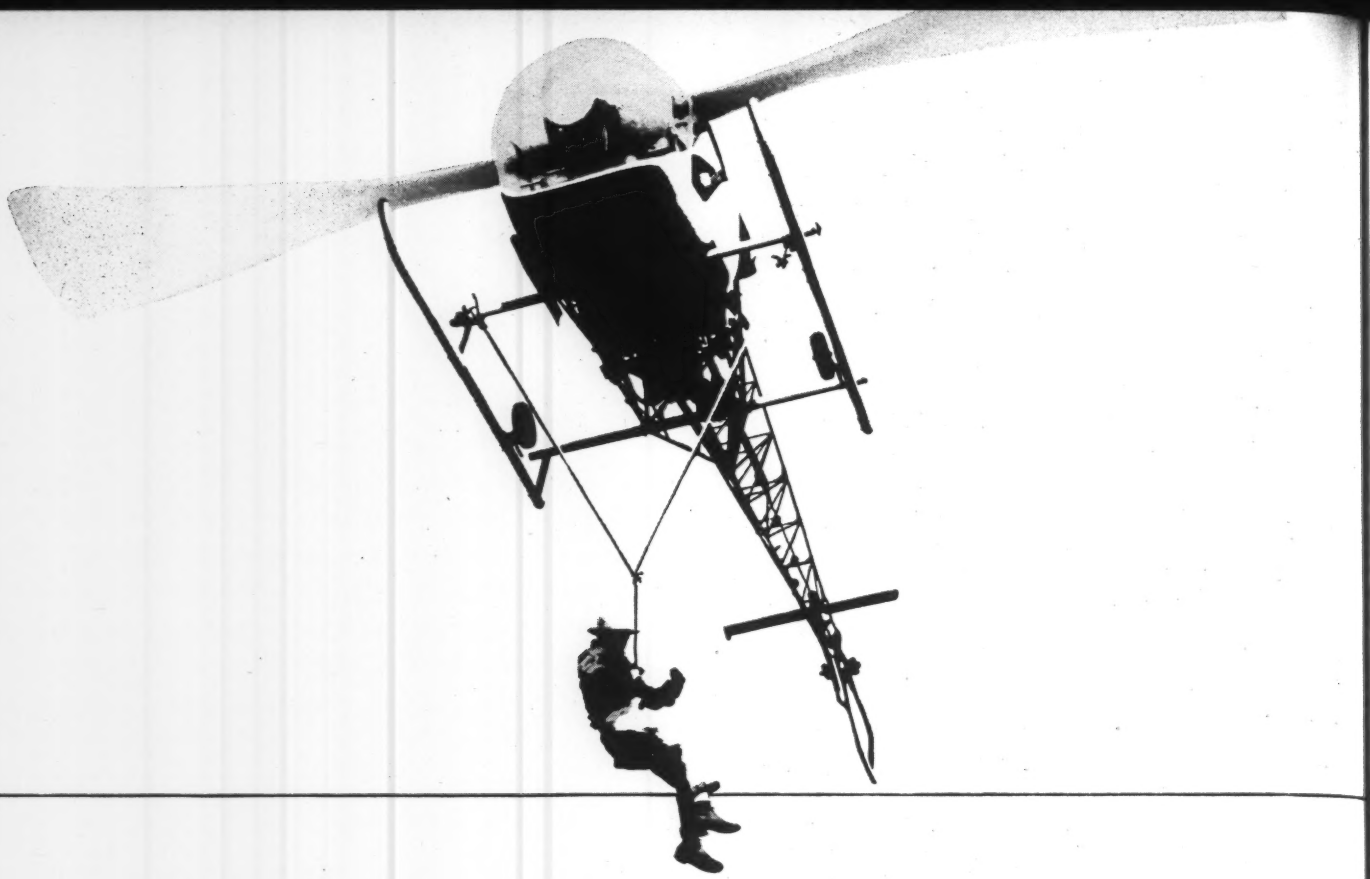
CHANNEL 7
SPARTANBURG, S. C.

WSPA-AM
950 KC

CBS

WSPA-FM
98.9 MC

SPARTAN RADIOCASTING CO.
WALTER J. BROWN, President

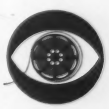


Source: ARB

WHIRLYBIRDS! Packed with high-voltage adventure, CBS Television Film Sales' dynamic new action series is generating plenty of excitement. First rating, in Omaha, was a high-flying 42.5, with 68.9% share of audience. On WPIX, "Whirlybirds" got the highest rating ever won by a regularly scheduled nighttime program on a New York independent station. Lots of sponsor action, too! Added to the 85 markets originally sold in just six weeks' time, are a score of big new sales...to such advertisers as Pepsi-Cola, Winston Cigarettes, National Tea Company, Duffy-Mott. Juice up sales in *your* market. For details, call or wire

CBS TELEVISION FILM SALES, INC.

"...the best films for all stations"



FCC APPROVAL SOUGHT FOR SALES OF WPFH (TV) AND WIBG-AM-FM

THE sale of ch. 12 WPFH (TV) Wilmington, Del., and WIBG-AM-FM Philadelphia by Paul F. Harron and associates to Storer Broadcasting Co. [B•T, Dec. 17, 1956] was submitted to the FCC for approval last week. The purchase price is $5.6 million plus assumption of obligations totaling more than $1.5 million. Included also is a $150,000 consultant's fee for Mr. Harron.

Also filed with the FCC last week were applications for approval involving the sale or transfers of KELP-KILT (TV) El Paso, KLBS Houston, both Texas; WHKK Akron, Ohio, and KIOA Des Moines, Iowa.

Storer offered to dispose of either its Birmingham or Atlanta properties if the Wilmington-Philadelphia sale is approved. The application stated that negotiations were underway to sell the Birmingham properties, but the prospective buyer was not identified. From Birmingham sources it was learned that the Birmingham investment house of Carlson & Co. is handling negotiations. It was also learned that Mrs. Eloise Hanna was handling a group of local interests bidding for the station—with rumored asking price put at $4 million. Mrs. Hanna sold the Birmingham stations (WBRC-AM-TV) in 1953 for $2.4 million to Storer.

Still pending is Storer's $850,000 buy of ch. 9 WMUR-TV Manchester, N. H. Three weeks ago the FCC, by a four to two vote, sent Storer and WMUR-TV a McFarland letter indicating the necessity of a hearing on the purchase and the proposed move of WMUR-TV's transmitter site nearer Boston. The Commission raised questions regarding the coverage of Manchester from the proposed new site, whether the transmitter move would conflict with the tv Table of Assignments and whether the acquisition of the ch. 9 outlet involves concentration of control (Storer, the FCC said, would own tv stations in the fifth, sixth and ninth markets).

Storer has not yet replied to these questions.

Contingent on the contemplated purchase of WMUR-TV, Storer had arranged to sell the Storer-owned WAGA-AM-FM-TV Atlanta stations to the Washington Post for $6.5 million. This agreement carried a Feb. 15 deadline. Glenn Jackson, managing director of the WAGA stations, announced earlier last week that the agreement had expired. There had been some speculation that the Storer-Washington Post Co. agreement was still in effect pending the outcome of the Manchester transaction, or the Wilmington-Philadelphia deal.

Mr. Harron bought the ch. 12 Wilmington station (then WDEL-TV) from the Steinman interests two years ago for $3.85 million. Since September 1955, the application declared, WPFH has been operating at a loss which has totaled $425,000. The WIBG stations have been profitable, the application noted, but the net loss is still $183,391 for WPFH Broadcasting Co., the parent company. In addition to the broadcast properties, the Harron-controlled company also owns National Wired Music Corp., serving Philadelphia and environs. This is also included in the purchase, which involves the sale of WPFH Broadcasting Co. assets to Storer.

The balance sheet as of Dec. 31, 1956, showed that the WPFH company had total assets of $5,289,845, of which $379,760 were current assets, Goodwill was listed at $1,425,735. Current liabilities totaled $681,055 and long term liabilities $981,712. There was a deficit of $211,793. Estimated replacement costs for all land, buildings and equipment owned by the WPFH company was listed at $2,920,267. The sale agreement carries on Oct. 31, 1957, deadline.

Mr. Harron will be paid $10,000 a year for five years, and then $20,000 a year for the next five years as a consultant in the operation of the stations.

WPFH Broadcasting Co. has 10 million common $1 par value stock authorized, of which 7.5 million is Class A and 2.5 million is Class B. There are outstanding 3,750,875 A and B shares, with Mr. Harron owning 1,351,109 Class B shares.

The Wilmington television station operates on ch. 12 with 316 kw. It has no network affiliation. Pending before the FCC is a request by WPFH to move its transmitter from its present downtown Wilmington site to a location outside the city limits. The sale application stated that Storer would operate WPFH as a "local" Wilmington station, serving that city and Philadelphia. WIBG operates on 990 kc with 10 kw. WIBG-FM operates on 94.1 mc with 20 kw.

McLendon Investment Corp. (Gordon B. and B. R. McLendon) is seeking FCC approval for the sale of its KELP and KILT (TV) El Paso, Tex., for $750,000 and the purchase of KLBS Houston for $525,000. Buying the El Paso stations are Joseph Harris (40%), Norman Alexander (40%) and Richard E. Jones (20%) who own KXLY-AM-TV Spokane, Wash., and have applied for ch. 23 Yakima, Wash. Mr. Jones is a former director of DuMont Broadcasting Co. and manager of WABD (TV) New York.

McLendon, which also owns KLIF Dallas and KTSA-KOKE-FM San Antonio, listed a Dec. 31, 1956, balance sheet showing tv assets of $576,700 and radio assets $173,300 for the El Paso stations. Total assets for all McLendon stations were $976,073 with a surplus of $239,391. ABC-affiliated KILT operates on ch. 13 with 28.2 kw; KELP is an independent on 920 kc with 1 kw day and 500 w night. Blackburn-Hamilton station broker handled the negotiations.

KLBS, being bought from Howard Broadcasting Corp. (Howard W. Davis), is on 610 kc with 5 kw. McLendon had an application pending before FCC for a new am in Houston on 1070 kc with 10 kw, which was dismissed following the KLBS purchase. Mr. Davis also owns KMAC-KISS-FM San Antonio. The KLBS balance sheet, as of Dec. 31, 1956, showed current assets of $23,231, total assets $250,479, current liabilities $60,359, net worth $60,119 and a net loss for 1956 of $6,665.

Jackson B. Maurer has sold his 50% interest in WHKK Akron, Ohio, to equal partner Philip R. Herbert for a total consideration of $115,000. Under the purchase contract, Mr. Maurer agreed not to engage in broadcasting in any way for a period of four years in Summit County (Akron).

WHKK, affiliated with Mutual, operates on 640 kc with 1 kw. The station's balance sheet, as of Dec. 31, 1956, showed current assets of $86,713, total assets $126,790, current liabilities $15,701 and earned surplus up to Nov. 30, 1956, of $71,018.

KIOA Des Moines has been sold for $180,000 by Town & Farm Co. to Public Radio Corp. (KAKC Tulsa). Lester Kamin, principal stockholder of KAKC, also owns 20.5% of WMRY New Orleans and KCIG Shreveport and 33⅓% of ch. 26 WCKG (TV) New Orleans. Don Searle, president-40% owner of KIOA, owns 6% of KOA-AM-TV Denver and 20% owner J. Herbert Hollister owns KCOL Ft. Collins, Colo.

KIOA is affiliated with ABC and operates on 940 kc with 10 kw day and 5 kw night. The station's balance sheet dated Dec. 31, 1956, showed current assets of $17,673, total assets $133,515, current liabilities $4,325, deficit of $25,577 and December loss of $3,567. KAKC reported that it lost $23,861 in 1954 and $33,757 in 1955.

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION: 7

(Figures in parentheses indicate dates oral arguments were held.)

Seattle, Wash., ch. 7 (12-17-56); Indianapolis, Ind., ch. 13 (5-25-56); St. Louis, Mo., ch. 11 (7-9-56); Orlando, Fla., ch. 9 (6-19-56); Buffalo, N. Y., ch. 7 (9-24-56); Boston, Mass., ch. 5 (10-29-56); Biloxi, Miss., ch. 13 (12-18-56).

AWAITING ORAL ARGUMENT: 4

(Figures in parentheses indicate dates initial decisions were issued.)

San Francisco-Oakland, Calif., ch. 2 (6-25-56); Pittsburgh, Pa., ch. 11 (7-3-56); Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57).

AWAITING INITIAL DECISION: 4

(Figures in parentheses indicate dates records were closed after hearings.)

Hatfield, Ind.-Owensboro, Ky., ch. 9 (1-7-55); Toledo, Ohio, ch. 11 (1-25-56); Onondaga-Parma, Mich., ch. 10 (3-2-56); McKeesport-Pittsburgh, Pa., ch. 4 (1-7-57).

IN HEARING 6

Sheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Victoria, Tex., ch. 19; Beaumont, Tex., ch. 6; Ponce, P. R., ch. 7; Lubbock, Tex., ch. 5.

IN COURT 7

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Pittsburgh, Pa., ch. 11; Miami, Fla., ch. 7; Wichita, Kan., ch. 3; Portsmouth, Va., ch. 10; Knoxville, Tenn., ch. 10; Miami, ch. 10; Supreme Court: Shreveport, La., ch. 12; Sacramento, Calif., ch. 10; (petitions for writs of certiorari submitted).

Control of KLAS-TV Given Greenspun by FCC 4-3 Vote

BY a 4-3 vote, the FCC last week granted Herman M. Greenspun control of KLAS-TV Las Vegas, Nev., through the purchase of 124½ shares from R. G. Jolley for $50,-

YOU MIGHT LIFT 435 POUNDS*—

BUT . . . YOU NEED WKZO RADIO TO LIFT SALES IN KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN!

NIELSEN NCS NO. 2
NOVEMBER, 1956

Station	Radio Homes In Area	Monthly Homes Reached	DAYTIME Weekly NCS Circ.	DAYTIME Daily NCS Circ.
WKZO	**208,450**	**107,490**	**95,520**	**67,470**
B	106,570	43,420	38,670	25,630
C	42,990	15,080	12,550	7,560

If you want to *sell* in Western Michigan, use the 5000 watt voice of WKZO. It delivers over 2½ times as many radio homes as the nearest competing station, according to Nielsen, and has almost *twice* the share of audience, according to Pulse.

Take a look at November, 1956 Nielsen figures at the left. WKZO delivers 56% more homes *daily* than the second station can deliver *monthly!*

Let your Avery-Knodel man give you the whole story.

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

WKZO

CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

** Paul Anderson set this record at Cleveland, Ohio on January 5, 1955.*

000. Also approved was Mr. Jolley's sale of 500 shares to the station's licensee, Las Vegas TV Inc., for $270,000.

Dissenting were Comrs. George C. McConnaughey, John C. Doerfer and Robert E. Lee. In a strongly worded statement, Comr. Doerfer said: "Our investigation indicates that Herman Greenspun was tried for, pleaded guilty to and admitted violations of the Neutrality Act in shipping a load of arms from California to Mexico with the destination as Israel. He was sentenced on July 17, 1950, to a fine of $10,000. This entails a loss of civil rights. He cannot vote; he cannot serve on a jury; he cannot hold public office. . . . We should excercise extraordinary caution in passing upon character qualifications of applications. . . ."

Comr. Lee stated: "I could not vote for him [Mr. Greenspun], in the public interest, pending restoration of these rights so that he could participate more fully in the community with respect to voting, serving on federal juries, etc."

Mr. Jolley formerly owned 41.5% of KLAS-TV; Mr. Greenspun, publisher of the *Las Vegas Sun*, 36.6%. The CBS affiliate operates on ch. 8 with 55 kw.

Radio Hawaii Inc. Authorized To Buy 50% of Station WSMB

RADIO HAWAII Inc. was authorized last week by the FCC to buy 50% of WSMB New Orleans for $90,000. Comr. Robert T. Bartley voted to send a McFarland letter, and Comrs. John C. Doerfer and T. A. M. Craven abstained. The half-interest in the 5 kw, ABC-affiliated station (on 1350 kc) is being bought from Paramount Gulf Theatres Inc., a subsidiary of American Broadcasting-Paramount Theatres Inc. Radio Hawaii owns KPOA Honolulu, WTAC Flint and 50% of KTVR (TV) Denver. A letter from Todd Storz (Storz stations) urging that the Commission investigate WSMB's promotional practices and charging that a Radio Hawaii program executive was directing WSMB program activities before FCC approval was denied by the FCC. The Commission said it had carefully considered the allegations, but found that the transferee was eligible and that the grant was in the public interest.

WMID License Is Renewed By 3-2 Vote of Commission

FCC last week upheld a hearing examiner's initial decision and granted the license renewal of WMID Atlantic City, N. J. At the same time, the Commission dismissed an application for sale of the station at the request of the majority owner, Richard Endicott. The license renewal had been questioned because of purported hidden ownership and the broadcast of horse racing information.

The Commission ruled that there was no evidence of undisclosed ownership and that a renewal of WMID's license would be in the public interest. Commissioners Rosel H. Hyde and John C. Doerfer dissented; Commissioners Robert T. Bartley and T. A. M. Craven abstained.

FULL SENATE ASKED TO FCC QUIZ

MEMBERS of the FCC will march up the Hill Tuesday morning. How they come down again will depend in part on the United States Senate.

While the Interstate and Foreign Commerce Committee voted to postpone indefinitely official consideration of its staff report on toll tv the report was critical of the FCC [B•T, Feb. 18] and its lack of willingness to "exercise its responsibility" in the words of Sen. John O. Pastore (D-R.I.).

The committee has invited the entire Senate to the hearing and is primed for two days of public hearings with the full Commission. "At least two mornings," was the way Chairman Warren G. Magnuson (D-Wash.) put it.

The basic issue from the committee point of view has been the apparent unwillingness of the FCC to take a stand on toll tv.

Said Sen. Pastore: "The FCC has had this thing since September 1955. Maybe the staff report is right. It should be tested. But the issue is not the responsibility of the committee. The responsibility lies squarely with the Commission."

Sen. Magnuson said: "If they think they need new legislation to cope with the issue, then they should bring their legislation up here and let us give it consideration."

The Washington senator has extended a written invitation to every member of the Senate to attend the hearings and "participate in it with respect to any communications matters in which you are interested."

His letter of invitation said he had been approached by "many senators about matters falling within the jurisdiction of FCC" either because of local problems in their states or because "of general concern for the fullest and freest development of our communications system."

While not all of the committee members want toll tv, the demand for Commission action has mounted so that even committee members who would oppose a toll system such as George Smathers (D-Fla.) and William A. Purtell (R-Conn.) want tests anyhow. Both committee and staff want FCC action and they want it promptly.

Harold E. Fellows, president of NARTB, has said toll tv would violate the rights of millions of Americans who bought tv sets with the idea that television programs are free.

Sen. Smathers has expressed the view that "pay tv would deprive the people of this country of their legitimate right to free entertainment."

According to Sen. Magnuson, the committee will "undoubtedly" use the staff report as a basis for questions to the FCC. He added that other issues would "naturally" come up and that is why he invited the 81 senators not on the committee.

This leaves the entire scope of radio and tv open for questions. The committee staff in general has the view the hearings may go longer than two mornings. Much will depend on how many of the senators have acute problems before the Commission, how busy they are with other committee work and how much time they will be able to give to the Commerce Committee hearings.

Meanwhile the Commission also will go before the House Commerce Subcommittee, which is under the chairmanship of Rep. Oren Harris (D-Ark.), for a general review in an informal public hearing March 7.

The House hearing will be in the nature of a briefing, in effect a semi-annual report on general actions developments of the Commission since the last session of Congress.

Final Testimony of Ailing Patt Taken at Hearing in Hotel Room

JOHN F. Patt, president and minority stockholder of WJR Detroit, completed his testimony last Thursday in the Mayflower Hotel, Washington, D. C., before FCC Hearing Examiner Herbert Sharfman in the Flint, Mich., ch. 12 case.

WJR received the ch. 12 grant in 1954 and soon afterward filed for authority to move its transmitter site, which resulted in a protest by the other applicants, WFDF Flint and W. S. Butterfield Theatres Inc. Mr. Patt testified, among other things, on the modification request efforts to gain a network affiliation for the new station. The hearing was held in the Mayflower because of the health of the witness [B•T, Feb. 11].

The hearing was recessed until March 14 at which time WJR correspondence and interoffice memoranda relating to the proposed move are expected to be made a part of the record.

The Commission last week turned down a request by the Broadcast Bureau that the case go directly to FCC for a final decision without an examiner's initial decision and a counter proposal that the record be certified to the Commission for an initial decision. The commissioners held that a decision by the examiner would assist them in reaching a final disposition of the case. Commissioners T. A. M. Craven and Richard Mack abstained from voting.

Appeals Court to Hear Arguments On Petitions to Stay WKAT Grant

THE U. S. Court of Appeals in Washington will hear argument Thursday on the petitions of WKAT Miami Beach, Fla., and Eastern Airlines Inc. to stay the Feb. 8 grant of Miami, Fla., ch. 10 to Public Service Inc., a subsidiary of National Airlines Inc. [B•T, Feb. 11, 18]. Both WKAT and Eastern Airlines have appealed the FCC's grant, raising issues regarding ownership of a tv station by an airline and the Commission's refusal to reopen the record to consider this among other points.

The FCC issued its final decision in the Miami ch. 10 case early in February. It favored Public Service Tv Inc. because of "superior" preference in the issue of integration of ownership and management and equal preferences with the other applicants in other criteria. In addition to WKAT, which was favored in an initial decision by a hearing examiner, other applicants were WCKY Cincinnati and North Dade Video Inc.

in KNOXVILLE:

Based on new
Telepulse Report, 19 Counties

WATE-TV AGAIN

Scores With Top Ratings!

14 OUT OF TOP 15

once-a-week-shows

★ 10 out of top 10
Multi-Weekly Shows

★ 428 Firsts in
460 Quarter Hours

MORE VIEWERS

than all other stations combined

	Monday to Friday			Saturday			Sunday		
	7 AM. 12 Nn.	12 Nn. 6 PM.	6 PM. 12 Mid.	9 AM. 12 Nn.	12 Nn. 6 PM.	6 PM. 12 Mid.	9 AM. 12 Nn.	12 Nn. 6 PM.	6 AM. 12 Mid.
WATE-TV Share of Audience	60	62	51	71	63	53	56	50	54

WATE-TV REACHES 80% OF THE TV HOMES IN 59 COUNTIES!*

* 1956 Nielsen Coverage Service

WATE-TV

CHANNEL 6 NBC

POWER MARKET OF THE SOUTH

Knoxville, Tennessee

Affiliated with WATE RADIO 5000 Watts, 620 Kc.

Represented Nationally by. AVERY-KNODEL, INC.

WFBC-TV

"The Giant of Southern Skies"

WFBC-TV . . . 1st in South Carolina "The Giant of Southern Skies" *again* gets top rating (by far) in *all data*, in comparison with other television stations in its home state . . . according to NCS#2

1ST in SOUTH CAROLINA

Video—
100,000 Watts
(FCC Maximum)
Audio—50,000 Watts
Antenna Height—1204 feet above average terrain—2,204 feet above sea level.

HERE'S THE COMPARISON

STATION	Total Homes	Television Homes	Weekly Coverage	Daily Circ. DAYTIME	Daily Circ. NIGHTTIME
WFBC-TV . . .	449,600	248,990	177,150	118,100	135,730
Station "B" . .	384,300	198,780	114,240	68,090	80,480
Station "C" . .	339,200	181,920	102,230	63,990	72,690
Station "D" . .	320,700	150,110	97,100	61,080	74,230
Station "E" . .	302,200	159,040	103,600	60,540	77,120
Station "F" . .	92,700	54,380	19,660	7,680	8,700
Station "G" . .	79,400	48,050	32,800	15,470	25,930
Station "H" . .	50,300	24,620	12,360	3,920	4,740

NBC NETWORK

For information about NCS #2, and for rates, availabilities and assistance, contact us or your nearest WEED man.

Affiliated with WFBC-AM & FM
NBC Affiliate
Represented by Avery-Knodel, Inc.

Channel 4
WFBC-TV
Greenville, S. C.

Represented By
WEED TELEVISION CORP.

GOVERNMENT

U.S.-Mexico Pact Seen By Hyde as 'Favorable'

THE U. S.-Mexico treaty spelling out use of standard broadcast frequencies is a "favorable" settlement of the differences between the two countries, FCC Comr. Rosel H. Hyde last week told members of the Federal Communications Bar Assn., meeting in Washington.

It must not be forgotten, Mr. Hyde said, that Mexico wanted additional clear channels and the United States wanted additional secondary use of Mexican clear channels. The United States has secured secondary use of all but one Mexican clear channel, and Mexico has gotten secondary use on four U. S. clears, Mr. Hyde pointed out. Both require protection of the dominant stations, he noted.

The treaty permits daytime stations on U. S. and Mexican clears to use up to 5 kw, with certain conditions. It also permits local stations to use up to 500 w daytime and 100 w nighttime under certain conditions, compared to the previous maximum of 250 w [B•T, Feb. 11].

Mr. Hyde also explained the apparent conflict in agreeing to treat 540 kc as a Mexican clear. Under the 1950 North American Regional Broadcasting Agreement, 540 kc is a Canadian clear. What this means, Mr. Hyde said, was that as far as the U. S. is concerned, we will give Class 1-A protection to Mexican and Canadian users of 540 kc. Any conflict between Mexico and Canada will have to be ironed out between those two countries, he declared.

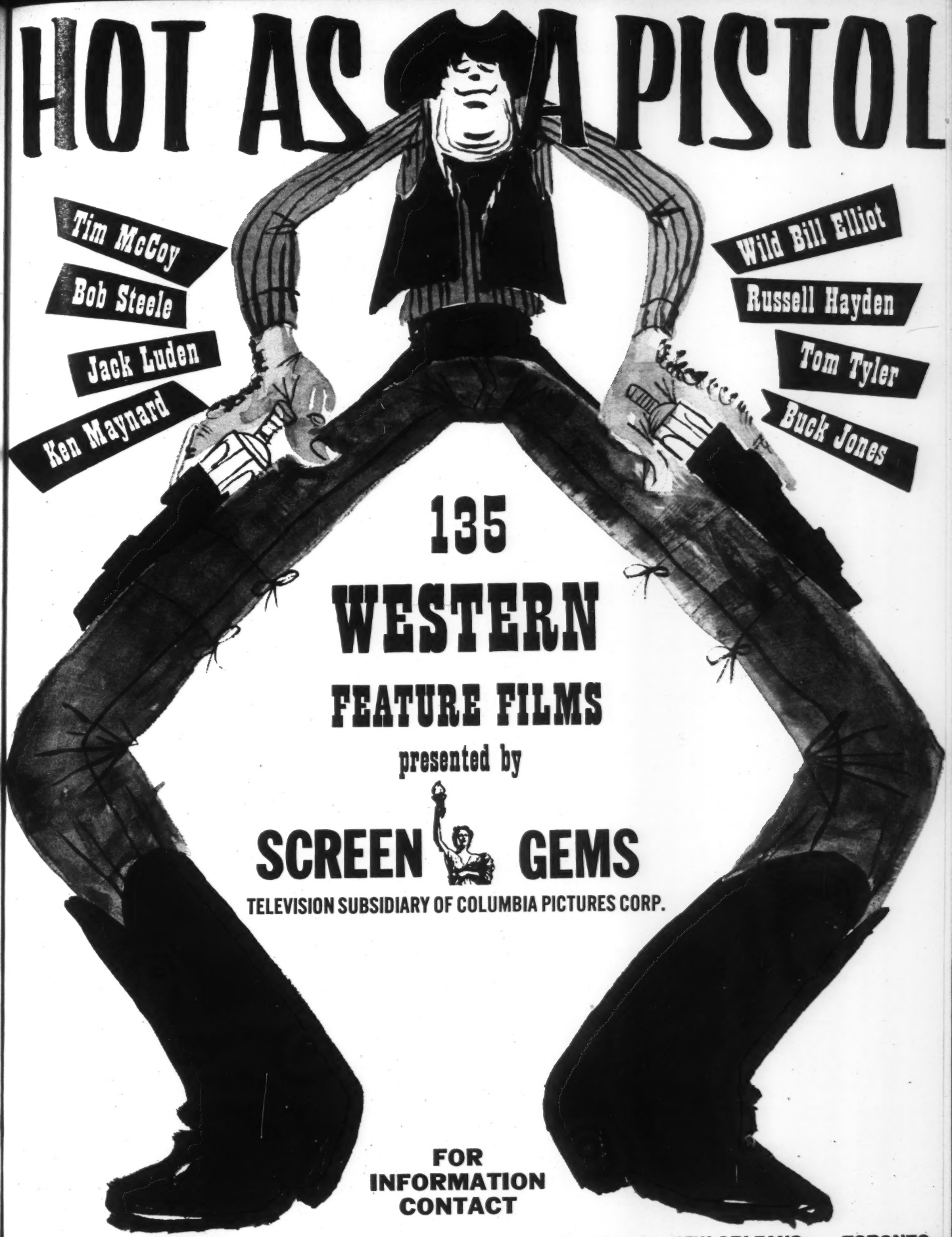
The five-year U. S.-Mexico treaty must be ratified by the U. S. Senate, as well as by the Mexican government, Mr. Hyde pointed out. Still pending before the U. S. Senate is the 1950 NARBA treaty. He expressed the hope that both will be taken up soon by the Senate committee.

The Commission has made no arrangements to process applications in line with the treaty, Mr. Hyde answered to a question. He admitted that the Commission was getting ready to change its rules so as to be ready if and when the Senate ratifies the agreement.

Initial Decision Favors Grant Of Am to Porter in Bath, Me.

FCC Hearing Examiner Herbert Sharfman last week issued an initial decision recommending the grant of a new am on 730 kc, 500 w daytime in Bath, Me., to Winslow Turner Porter. The application was set for hearing to determine if the proposed station would cause interference to WHEB (750 kc, 1 kw) Portsmouth, N. H., (which did not file an objection to the Porter application).

Mr. Sharfman ruled that need for the new service, which would provide the only local radio to Bath (population, 10,644), outweighs the interference which would be caused to WHEB (affecting 575 people). The kilocycle requested is a Mexican clear channel.


HOT AS A PISTOL
Tim McCoy
Bob Steele
Jack Luden
Ken Maynard
Wild Bill Elliot
Russell Hayden
Tom Tyler
Buck Jones
135
WESTERN
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NEW ORLEANS
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Express 3913
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"ROANOKE—
Bigger than
RICHMOND?"

"YES, BIGGER...
BIGGER than
Richmond by
about
50,000
TV Families!"

Note— By most set counts, the ROANOKE TELEVISION market is around 50,000 TV FAMILIES BIGGER than the RICHMOND TELEVISON market.

Check YOUR set count . . .
then BUY Roanoke!

Call your nearest "Colonel" from Peters, Griffin, Woodward, — or WDBJ-Television!

WDBJ·tv
Channel 7
CBS
ROANOKE, VA.
Owned and operated by
the *Times-World Corp.*

PITTSBURGH CH. 11 CONFLICT CLEARED

- **WENS (TV) withdraws**
- **WWSW Inc. to reimburse**

FINAL obstacle in the path of Pittsburgh's second vhf station (WIIC [TV]) was removed last week with an agreement involving $500,000 between WWSW Inc. and Telecasting Inc. (ch. 16 WENS [TV] Pittsburgh).

The agreement was announced last Monday at an oral argument before the FCC on the admittance of WENS' application for the same facility and exceptions to a supplementary initial decision.

WWSW Inc. (*Pittsburgh Post-Gazette*) and Pittsburgh Radio Supply House Inc. (WJAS that city), original applicants for the channel, went through a comparative hearing but joined forces prior to the issuance of an initial decision [B•T, June 6, 1955]. Under this agreement, Supply House was given a three-year option to acquire 50% of the stock of WWSW Inc., which in turn returned ownership of WWSW-AM-FM to the parent newspaper company. Supply House also was to sell WJAS.

Following this, WENS filed for ch. 11 the same week that an initial decision was issued favoring WWSW Inc. [AT DEADLINE, July 4, 1955]. Less than a month later the Commission issued a final decision for WWSW Inc. (WIIC) and denied the WENS application and one by ch. 53 WKJF-TV Pittsburgh.

WENS then appealed and obtained a court order staying the grant until the Commission ruled on the uhf station's petition for rehearing. FCC then ordered a rehearing and made WENS a party to the proceeding [B•T, Dec. 5, 1955]. In the second hearing, Examiner Hugh B. Hutchison upheld the Commission's ch. 11 grant to WWSW Inc., ruling that there had been no transfer of control in the applicant and that there had been no violation of FCC policy [B•T, July 9, 1956].

Under the agreement announced last week, WENS agreed to withdraw its application before the FCC and also to cease its court action against the grant. In return WWSW Inc. reimbursed WENS $200,000 in "out-of-pocket" expenses and contracted to purchase that station's studio and office building plus approximately six acres of land for $300,000. WENS was given a three-year lease to the property in return for $400 monthly rental.

WWSW Inc. also agreed not to object to future moves by WENS to obtain any vhf channel in Pittsburgh other than ch. 11. The parties said the move was made to facilitate the establishment of a second vhf station in Pittsburgh. The only commercial v operating in that city is Westinghouse Broadcasting Co.'s ch. 2 KDKA-TV. WENS, owned by Henry Oliver Rea, Larry Israel and associates, has been on the air since mid-1953 and has suffered heavy financial losses. Mr. Rea also has interests in WPOR Portland, WABI-AM-TV Bangor and WMTW (TV) Poland Springs, all Maine.

WWSW was founded in 1932 and operates on 970 kc with 5 kw; WWSW-FM on 94.5 mc with 20 kw. William Block is publisher of the parent *Pittsburgh Post-Gazette*. In addition to WJAS (MBS, 1320 kc, 5 kw), Radio Supply House owns WHJB Greensburg, Pa. (620 kc, 1 kw day, 500 w night) and is controlled by H. Kenneth Brennan and family.

WENS also had questioned the matter of overlap between WWSW and WHJB, which the examiner ruled was substantial and would warrant "careful examination and study" should an application be filed for transfer of negative control of WIIC to the Brennan family. However, the examiner noted, WHJB will be sold if overlap would bar the acquisition of 50% of WIIC.

Still underway is a five-cornered race for Pittsburgh's ch. 4. This involves Tv City Inc. (KQV Pittsburgh interests), WCAE Pittsburgh (*Pittsburgh Sun-Telegraph*), WLOA Braddock, Pa.; Wespen Tv Inc. (David and Jerry Fink and associates), and Irwin Community Tv Co. (including WEDO McKeesport, Pa., interests). There has been renewed speculation that a merger agreement (once close to being effected) is near.

Magnuson Offers Bill To Limit Equal Time

NEW efforts are being made to amend Sec. 315 of the Communications Act. The latest is a measure (S 1369) introduced by Sen. Warren G. Magnuson (D-Wash.) chairman of the Senate Interstate and Foreign Commerce Committee. The bill is similar to one proposed last year but which died in committee.

Briefly, the bill, providing for equal time, requires a political party to have polled at least four percent of the popular vote cast in the preceding presidential election. The alternative would be for the party to file petitions in the "several states" which in the aggregate bear a number of signatures equal to at least one percent of the total vote cast in the preceding presidential election.

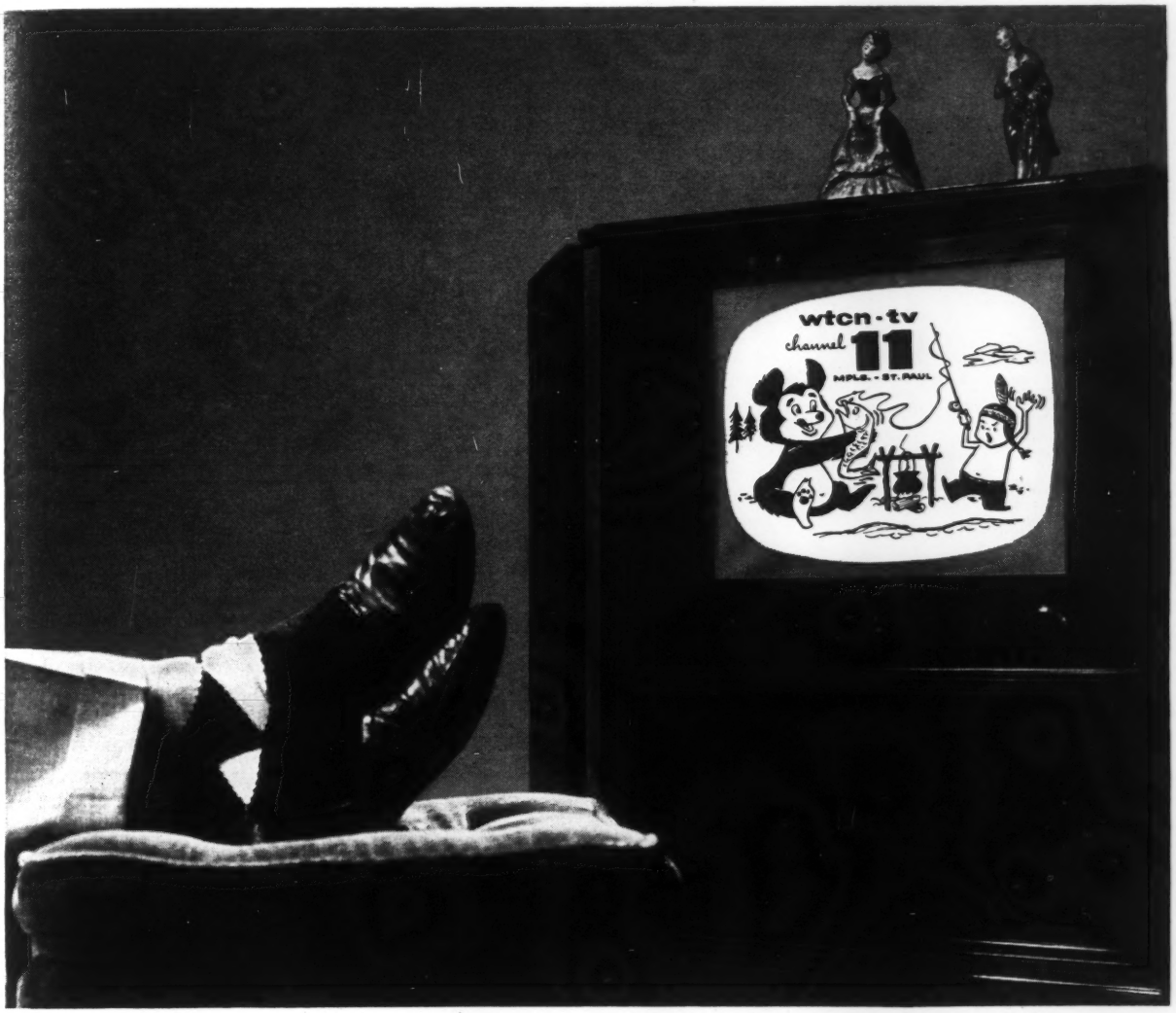
FCC Grants San Angelo Ch. 3, Educational Jacksonville Ch. 7

THE FCC granted new television stations last week to:

San Angelo, Tex.—San Angelo Television Co., ch. 3, 3.02 kw visual power. San Angelo co-owners are Lowell Smith and Joe N. Weatherby. Mr. Smith was formerly minority stockholder in KTXL-TV San Angelo; Mr. Weatherby also had minority holdings in KTXL-TV.

Jacksonville, Fla.—Educational Tv Inc., educational ch. 7, 16.3 kw visual power. President of Educational Tv Inc. is Dr. Heywood A. Dowling, chiropodist. First vice president is Dr. Paul L. Johnson, president of Jacksonville Junior College.

WATCH WTCN-TV... where BIG things are happening!



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CBS DISTRIBUTES REPORT 'ANALYSIS'

- **Senators get toll tv views**
- **Test not feasible, CBS says**

CBS did an internal "analysis" of the Senate Commerce Committee staff report on toll tv [B•T, Feb. 18] and circulated it among senators and others interested.

The test proposed by the report will be inconclusive and unreliable, the network said. To test public reaction and the effect of toll tv on free tv could prove little. The large-scale test would be subject to limitations as to the period of the trial, programs which might be carried, and the burden of costs.

"The very fact of such restrictions almost inevitably precludes a meaningful test," the analysis said.

Moreover, the CBS analysis pointed out, "The Commission is not now in a position to pass on the technical acceptability of the various proposed systems. The question of the relative requirements of each system proposed was raised by CBS because "no examination" had been conducted.

CBS also said, "The Commission should test the claim that none of the systems affords the necessary security from 'bootlegging' as well as whether they are compatible with color transmission and with each other."

The network study of the Commerce Committee staff report referred to the historical development of the medium and pointed out, "The Commission's authority over the equipment manufacturer and franchise holder now is no greater than its authority over the manufacturer in 1940.

"Now, as then, a request from the Commission that the expense and risk of any tests be borne so far as possible by the promoters and broadcasters whose stations carry subscription programs, as suggested in the report, would afford little protection to the public.

"In view of this and of the inevitable consequences to the industry and the public of the new proposed service, the decision as to whether such a service should be authorized and if so, the nature and extent of regulation required to protect the public, should be resolved by Congress."

CBS in its analysis took the view the staff report placed the burden of proof on the opponents of toll tv. But, suggested the counter report, "it should be on those seeking to introduce this drastic new service which concededly will be costly to the public and must inevitably, no matter how controlled, limit the availability to the public of free programs and require, at least to some extent (recognized in the report), pay for programs now received free."

FCC Issues Authorizations For Six More Radio Outlets

THE FCC made six new am grants last week to:

Jacksonville, Fla.—Brennan Broadcasting Co., 690 kc, 25 kw daytime. William Brennan, engineer at WVOK-TV Birmingham, Ala., owns 85% of Brennan Co.

St. Petersburg Beach, Fla.—Holiday Isle Broadcasting Co., 1590 kc, 1 kw daytime. Edmund A. Spence is owner of Holiday Isle.

Fredonia, N. Y.—Louis W. Skelly, 1570 kc, 250 w daytime. Mr. Skelly is commercial manager of WHOT Campbell, Ohio.

Manning, S. C.—Clarendon County Broadcasting Co., 1410 kc, 1 kw daytime. Isadore Kramer, 10% owner of WTAB Tabor City, N. C., J. M. Soles Jr., 20% WTAB, and Troy McPherson, 20% WTAB, are co-owners of Clarendon.

Eagle Pass, Tex.—Uvalde Broadcasters, 1270 kc, 1 kw daytime. Uvalde co-owners are E. J. Harpole, 50% owner of KVOU Uvalde, Tex., and KVOZ Laredo, and W. J. Harpole, 50% owner KVOU and KVOZ, 66.6% KVOP Plainview, Tex., and 26.6% of KVWO Cheyenne, Wyo.

Grand Prairie, Tex.—Grand Prairie Broadcasting Co., 730 kc, 500 w daytime. E. N. Bodine (60%), engineer at WFAA Dallas, Anson B. Brundage (15%), employe of Temco Aircraft Corporation, and H. H. Chambers (15%), Superintendent of Grand Prairie schools are the licensee owners.

N. Y. Council's Rules Committee Sets Hearing on Access Argument

THE Rules Committee of the New York City Council has scheduled a public hearing tomorrow (Tuesday) before the council on whether tv and newsreel cameramen should be permitted to cover sesssions of the legislative body and its units. The Rules Committee acted last Wednesday after a resolution was filed on Tuesday proposing that such a public hearing be held.

Representatives of tv and newsreel organizations have been invited to present their views. They also will be permitted to cover the hearing, a council spokesman said. He stated that this "is not a precedent," but since the hearings concern tv newsreel interests, the council has granted approval of coverage.

Appeal on WCYB-TV Dismissed

A FIGHT against FCC's 1956 grant of ch. 5 in Bristol, Va., to what is now WCYB-TV there, ended last week when an appeal by unsuccessful applicant Tri-Cities Telecasting Co. was dismissed in the U. S. Court of Appeals in Washington. The appeal was against the FCC's approval of a transmitter site change by WCBY-TV—made shortly after the final decision. Tri-Cities comprises principals associated with WOPI Bristol and WKPT Kingsport, Tenn.

WHAS-TV Site Move Questioned

FCC last week sent WHAS-TV Louisville, Ky., a McFarland letter telling the *Louisville Courier Journal* and *Times* station that its application for permission to move its antenna site 14 miles east of Louisville and to increase antenna height from 529 ft. to 1,818 ft. indicates the necessity of a hearing. The Airspace Panel of the Air Coordinating Committee disapproved of the projected antenna height, the Commission said. The FCC also questioned the fact that the proposed site would put a Grade A, WHAS-TV signal over Lexington, a hitherto uhf city.

Pro Football Subject To Anti-Trust Laws

THE U. S. Supreme Court last week held that professional football was subject to the antitrust laws. Justice Tom Clark, writing the court's majority opinion, held "The volume of interstate business involved in organized football places it within the provisions" of the antitrust laws.

Referring to the claim that radio and television broadcasts area "significant and integral" parts of pro football, Justice Clark said that although no percentages were submitted, "the amount must be substantial . . . If substantial, as alleged, it alone is sufficient to meet the requirements of the act [interstate commerce]."

Fundamentally, the court's ruling held that previous rulings that baseball is exempt from the antitrust laws (because Congress has had the opportunity on several occasions to legislate on the question and has refused to do so) do not apply to professional football. This is similar to Supreme Court rulings in professional boxing, theatrical exhibition and (via a lower court ruling last month) basketball.

The football suit was brought in 1949 by William Radovich of Los Angeles. Mr. Radovich played with the Detroit Lions, and after war service, joined the Los Angeles Dons (member of now defunct All-America Conference) over National Football League objections. He alleged that he was blacklisted when he had a chance to play with the Minor League San Francisco Clippers. Two lower courts dismissed the suit, relying on the Supreme Court's 1922 and 1953 decisions exempting baseball from the antitrust laws.

Last week's decision returns the case to the lower court where Mr. Radovich's charges will be tried. There were three dissents to last week's ruling: by Justices Harlan, Brennan and Frankfurter.

Congress, meanwhile, looked at the decision from just about every conceivable angle. Investigation, legislation, however, were the sum and substance.

- Sen. Estes Kefauver (D-Tenn.) ordered a staff study of the antitrust status of various professional sports to determine possible action by his Senate anti-monopoly subcommittee.
- Rep. Patrick J. Hillings (R-Calif.) introduced a bill to bring professional baseball under antitrust laws.
- Rep. Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee, introduced a measure which would place baseball under the antitrust laws.
- Rep. Oren Harris (D-Ark.) introduced a bill to exempt four major professional sports from antitrust laws. The exemption would cover football, basketball and hockey as well as baseball which is already exempt.
- Rep. Celler termed the Harris measure a step backward.
- Rep. Kenneth Keating (R-N. Y.) called for an investigation into boxing among other sports. He said professional boxing was in the hands of racket men and gamblers.

UPLIFTING BROUGHT DOWN TO EARTH

Westinghouse conference explores ways to make public service shows pay

THE first nationwide conference to improve public service programming, staged in Boston last week by Westinghouse Broadcasting Co., turned into a broadcaster-educator forum that 200-odd delegates felt would have an important and lasting impact on program quality.

After a series of meetings that began Wednesday morning and ran through Friday, broadcast management and programming delegates left the historic city in agreement with educators on this thesis: The creative side of broadcasting needs a permanent forum for exchange of ideas and techniques.

WBC's nationwide convention, which originally had been planned as a WBC station get-together, brought commendation from top government figures and educators. They joined broadcasters in emphasizing the practical value of the three-day workshop, which FCC Chairman George C. McConnaughey termed "a real first" and a noteworthy industrywide forum "to improve the use of broadcast media for education, information and enlightenment" (see story, facing page.)

The three-day program featured a crisply organized agenda built around workshop discussions and guest panelists. It was so attractively staged that delegates stayed within the meeting and dining rooms from early morning to midnight.

Among special program features were Joseph N. Welch, Boston attorney famed for his jousting with Sen. Joseph McCarthy (R-Wis.) and his later broadcasts on the Constitution on *Omnibus;* Charles L. Van Doren, Columbia U. instructor and high-money winner in NBC-TV's *Twenty One* program; Duke Ellington, composer and band leader, and Dr. Frank C. Baxter, U. of Southern California professor who has popularized Shakespeare on broadcasts.

An added first-day feature was a comedy film, "It Could Be You," built around the daily trials of a program director.

The three-day meeting accomplished these results:

- Emphasized the value of good production in making public service programs salable and at the same time showed how sponsorship brings better programming.
- And brought from Chairman McConnaughey, CBS Vice President Louis G. Cowan and others the assertion that popular music broadcasting is in the public interest.
- Revealed a lack of understanding among newspaper radio-tv editors of the day-to-day programming of radio stations and the size of their audiences.
- Unveiled for the first time in public a new slow-scanning video technique for transmission of still photos from distant points via audio telephone lines or remote radio gear (see page 72).

After Sen. John B. Kennedy (D-Mass.) observed in a filmed message to the convention that Americans know less about their history than perhaps any other western people, President McGannon announced establishment of an annual WBC American History Award, for which radio and tv stations (except WBC stations) are eligible.

The winner of the annual WBC award will receive $1,000 from Westinghouse, half going to the station responsible for the winning program or series, and half to the historical society in the service area of the station which originated the program. A second major award, the WBC Paul Revere Award for outstanding use of broadcast media by public service organizations, was announced.

Mr. Van Doren told anecdotes of his recent rise to national fame. Then picking up the theme of the convention, he suggested broadcasters make greater use of university teachers as program material. He called tv "potentially the greatest medium of communications." As to its classroom use, he pointed to one flaw—the inability of a television teacher to learn through direct contact with his students. He said teachers and pupils alike need the personal exchange of thoughts and ideas.

"Broadcasters should have more faith in their audiences," Mr. Van Doren said, citing thousands of letters he had received from viewers who said children were studying harder because of his *Twenty One* performance. He added the public is hungry for informational programs.

Mr. Welch told anecdotes of the McCarthy hearings when he was "only working for my supper and an oversized whisky sour." He offered a number of suggestions to broadcasters who hold "the frightening responsibility" of communicating with millions.

First he suggested that broadcasters elevate their appraisal of the intelligence and maturity of their audiences. "I urge you to consider raising your sights, creating an appetite for better things," he said.

In line with the purposes of the WBC conference, he proposed to broadcasters that they weigh again the importance of public service programming. "An informed electorate is essential to our national existence," he said, "and this cannot be achieved without you." The alternative is national disaster, he said.

"Make your contributions palatable," Mr. Welch said. "Capture the ears, eyes, minds and hearts of your audience. Make your product seductively attractive. Particluarly be mindful of local needs and plan ahead. Don't live day to day, or 13 weeks at a time."

The quality of the 14 separate workshop-panel sessions was praised by delegates. Broadcasters joined educators and network officials as panel participants, and then the audience was brought into the discussions. Some of the exchanges got a bit lively at times, bringing out interesting views on public service topics.

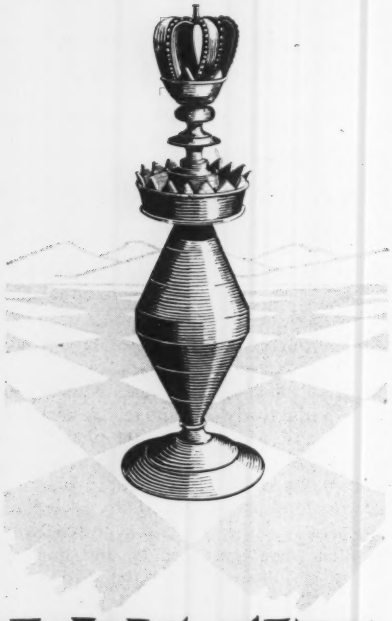
A talent-packed panel Wednesday evening became embroiled in an attempt to define "showmanship" and "public service".

ORGANIZERS of Westinghouse Broadcasting Co. Public Service Conference in Boston last week included (l to r) Roland V. Tooke, WBC vice president-Cleveland; William J. Kaland, WBC national program director; Philip Lasky, WBC executive in charge of west coast operations; Donald H. McGannon, WBC president; Town Crier; Richard M. Pack, WBC vice president-programming; J. B. Conley, special assistant to WBC president; Harold Lund, WBC vice president-Pittsburgh.

Mr. Cowan, creator of many broadcast program ideas, suggested showmanship is the ability to make ordinary things seem extraordinary, or the capaciy to capture the imagination of an audience. Robert Saudek, director of the Ford Foundation Tv-Radio Workshop, described showmanship as entertainment, or as ability to provide fun or a good time.

William J. Kaland, WBC national program manager, said people hear better when they smile, with James MacAndrew, New York City board of education's broadcast director and panel moderator, adding that people often are greatly entertained when they weep. Dr. Baxter observed that showmanship can use very ordinary things to make a point.

Members of this panel were concerned about the term "public service", with Dr.



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WHAT IS PUBLIC SERVICE?

A DEFINITION of public service programming, offered by President Donald H. McGannon of Westinghouse Broadcasting Co., keynoted the WBC program conference.

"Public service programming consists of all non-entertainment programming that renders a valid service to the public or accomplishes the enlightenment, inspiration or informing of the audience," he said.

"Please don't draw from this statement the inference that public service programming is not entertaining. This is probably a fact in more cases than we choose to admit, and it has unfortunately relegated this whole important segment of our business into a rather dull, lukewarmly regarded effort.

"It is our conviction that public service programming must, of its very nature, be entertaining, display showmanship, excitement and enthusiasm if it is ever going to achieve the lofty heights that we wish for it. As practical men, we are only too aware of the certainty that the vast bulk of our audience in these mass communications media are more interested in being entertained than in being inspired or instructed."

Mr. McGannon stated this WBC conviction: "Public service programming can be salable if it is good and if it builds and holds so strong an audience that advertisers are attracted to it—such sponsorship obviously carries with it a dual blessing, since our message will be reaching greater and greater numbers of people, and furthermore represents the return of our investment and allows the second opportunity to reinvest such funds in new areas of endeavor."

Recalling how the original plan for an intra-company conference had mushroomed into a nationwide convention of delegates representing commercial and educational broadcasters as well as figures in journalism and showmanship, Mr. McGannon said the project brought together the working practitioners of the radio and television arts. He termed it "a significant demonstration of how seriously American broadcasters view their responsibility."

"It is your meeting," Mr. McGannon told delegates. "Please do not regard it as a WBC meeting, and credit us only with having expended the effort of bringing together this noteworthy group." He regretted that the invitation list had to be limited and added, "We seek no direct or tangible benefit and we have no ulterior purpose. We do believe that public service is good business and have long maintained in our advertising that broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve."

He hoped the conference might "launch a chain reaction of cogitation among the great program minds of the industry."

Baxter contending it is an "unfortunate" designation. Dr. Bergan Evans, Northwestern U. English professor and host of the *Down You Go* program, said all great teachers are showmen, making their subjects at tractive. James T. Aubrey Jr., ABC-TV program vice president, felt local broadcasters should devote more time to noncommercial programming.

Mr. Saudek said local documentaries should follow national programs in using the element of surprise as well as facts and the results of research. Dr. Baxter urged stations to capitalize on rich program sources in their own areas—historic places, geography and local personalities. "Use imagination and fancy", he urged. Emphasizing his appreciation of radio, he said it creates "a radio world of ideas," giving the listener a chance to use his imagination and create his own pictures. "Tv not only gives you the ship, but the heave as well," he observed.

At several points in the three-day agenda broadcasters emphasized the value of editorializing. Daniel W. Kops, WAVZ New Haven, Conn., said his station had gained community prestige by aggressive editorializing, noting this is reflected in the reception accorded station salesmen when they make calls on advertsers.

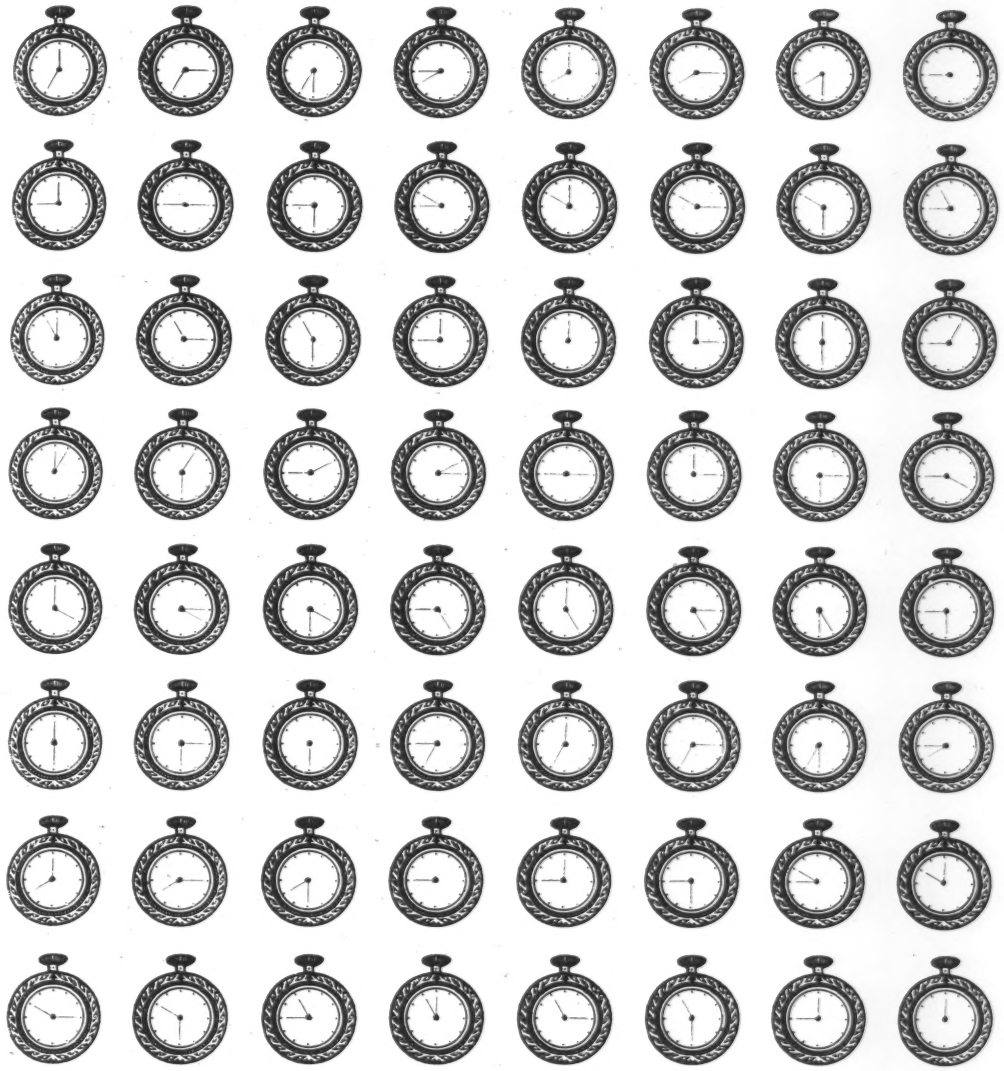
Leon Goldstein, WMCA New York, described dramatic editorializing including a drama titled "New Shoes" that protested against restrictions on immigration. "State your own opinion and then offer the opposition equal time," He urged.

The conference got off to a fiery start Wednesday morning, after President McGannon's welcoming address (see story, this page) when members of a newspaper radio-tv editors' panel called radio an all-American juke box.

Norman Reed, WWDC Washington, observed that far more home radios than tv sets were sold last year, with 132 million sets in use. Leon Goldstein, WMCA New York, added there are more radio sets in cars alone than tv sets in homes.

The newspaper panelists conceded they paid more attention to tv than radio in their columns after Fred Remington, *Pittsburgh Press* radio editor, suggested the public was "awful sick of popular music and disc jockeys." Sherwood Gordon, WSAI Cincinnati, added, "All radio has left are the listeners and the advertisers." Joseph Connolly, WCAU Philadelphia, said that while his station was not a disc jockey programmer he felt that performance of popular music is a public service. "Everything the average person wants to know about living—news, weather, traffic conditions, for example—is provided by the radio station," he said. Yet newspaper columnists spend 95% of their time on tv and ignore the "resurgence of radio."

Clarence Worden, WCBS-TV New York, answering a newspaper charge that public



all but four

WGBI tops the ratings in *all but four* of the *68* quarter-hours between 7:00 a.m. and Midnight, Monday through Friday, according to the November 1956 Pulse for the Scranton *and* Wilkes Barre region.

This is doubly important because this is a double-market survey and WGBI is a double-market station. In fact, seldom does any one facility achieve such run-away dominance in even a *single* multi-station radio market.

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service programming is concentrated on weekends, said that broadcasting is a business with an obligation to stockholders and employes. He said his station spent $640,000 out-of-pocket on public service programs last year, using $3,400,000 in air time, a total of $4 million.

Vice President Richard M. Nixon in a filmed message said the fact that the meeting is being held demonstrates broadcasters' awareness of their public service responsibilities [B•T, Feb. 25].

"Radio and television have become the nation's strongest habit," Milton S. Eisenhower, president of Johns Hopkins U., said in a filmed message. Noting the awareness of radio-tv to meet public service responsibilities in their role as commercial media, he said it takes imagination and wisdom "to harmonize these two responsibilities." He added, "My experience, especially in adult education, has convinced me that it's not enough to provide listeners merely with entertainment."

Dr. Eisenhower said educators and broadcasters must not "snuggle contentedly in the cozy compartments of complacency and satisfaction."

Sen. John F. Kennedy (D-Mass.), appearing on film, described the conference as "very important and precedent making." He continued, "I congratulate you upon your earnest attention to developing ways and means of making the growing giant that is television and the still vital medium of radio to become even greater forces for our nation's information and enlightenment."

Dr. Ralph Bunche, United Nations undersecretary, lauded radio and tv for their contributions toward general understanding of international events and the UN. He asked broadcasters to use their "tremendous power" in the public interest and toward the advancement of freedom, justice, world order and a secure peace. He, too, spoke by film.

MINUTES FROM SHOOTING TO SHOWING

FAST transmission of a still photograph from snapping of camera at a remote location to actual on-the-air telecasting of the scene was demonstrated last Thursday by Westinghouse Broadcasting Co., to delegates attending the WBC public service programming conference in Boston.

Using Dage slow scanning equipment, Ralph Harmon, WBC engineering vice president, brought a photo from Longfellow's home in Cambridge three miles away to the WBZ-TV studio over a normal high quality telephone audio line. He explained the photo could be sent by either telephone line or remote radio equipment from a distance of 25 miles.

The photo of Longfellow's home was taken with a regular Polaroid camera. This was placed in front of a Dage slow-scanning video camera which requires several seconds to scan a single image. The Dage information was transmitted over the telephone line to the WBZ-TV studios where a Dage receiver with a five-inch tube reproduced the slow-scanned photo. Another Polaroid camera picked up the image from the receiving tube. In less than a minute the finished photo had been developed and printed in the Polaroid camera.

It was then shown to the delegates.

FCC Chairman George C. McConnaughey referred to the Polaroid-Dage device in his speech to the delegates. Mr. McConnaughey said FCC engineers were "very much interested in this development, and it may be that the Commission will want to adjust its rules to permit a broader use of this method."

Local Public Service Urged by McConnaughey

FCC Chairman George C. McConnaughey last week described broadcasting as a "profession" which should adhere to standards as strict as those governing such other professions as medicine or law.

"The longer I am associated with broadcasting," he said, "and the more I come in contact with its representatives and its operations, the more I become convinced that you must assume the role of those who are in professional life."

Addressing the Westinghouse Broadcasting Co.'s program conference (see above) last Thursday, Mr. McConnaughey told broadcasters they were making "great strides in self regulation" through the operation of the radio and television codes.

"But," he told the conference delegates, "until you can bring to bear such strong personal pressure on all broadcasters to place public service uppermost in their thinking, you will be threatened with dangerous government interference."

He reiterated his personal dislike of rigid government control and his belief that broadcasting "should continue as free enterprise."

Mr. McConnaughey complimented the networks for presenting "a substantial variety of cultural and educational programming, information and news." But, he said, network programs cannot substitute for local public service.

Some local stations have done a "splendid job" of developing local programming, he said. It remains for all stations to give their communities a "sense of belonging, a sense that they are receiving excellent public service programming which serves their local needs," he said.

"When they get that sense of belonging," the chairman continued, "you will find many less complaints to and from members of Congress. . . . You will find that good local public service programming is good business too, and you will have secured your status as free entrepreneurs."

Mr. McConnaughey pointed out there were now many local radio stations serving small communities but that television stations were still scarce. "It may be years," he said, "before new discoveries make it possible for a small community to operate a small television stations, vhf or uhf, without a large capital investment."

Meanwhile, he said, existing television stations must do their best to serve community needs.

The FCC chairman urged broadcasters to upgrade programming "over and above the minimum requirements." If they do so, he said, they will "merit a five-year renewal of license instead of a three-year renewal based upon meeting the minimum requirements."

Chairman McConnaughey and Comr. Robert E. Lee faced a score of newsmen Thursday noon in a Boston news conference. Answering queries, the chairman said fee tv was to be taken up March 4 by the Commission with a chance of action in a month and a possibility that Congress would be asked to state its position on such angles as length of licenses.

When a newspaper reporter tried to trap him into saying radio stations do nothing but play the "Banana Boat Song" all day, he said the question did not reflect an understanding of national radio service and added that popular music can well be in the public interest. He said again that he has not decided whether to accept reappointment as FCC chairman. He indicated the FCC's special network study will be completed by the June 30 deadline.

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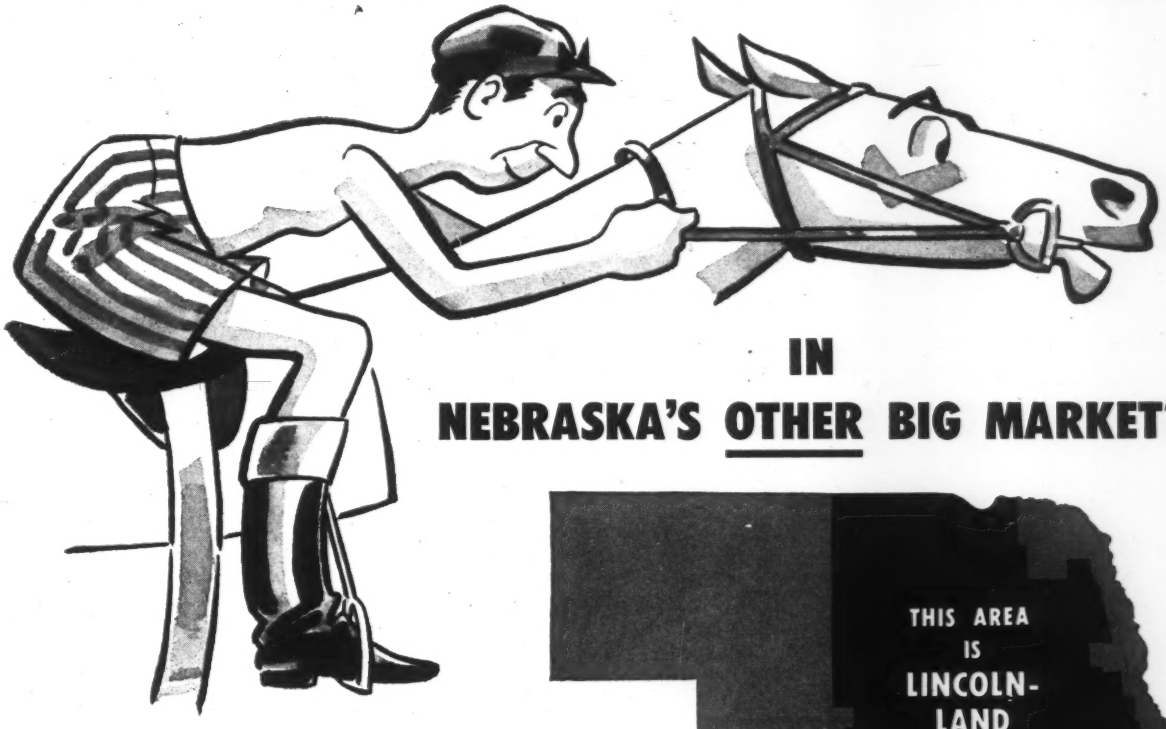
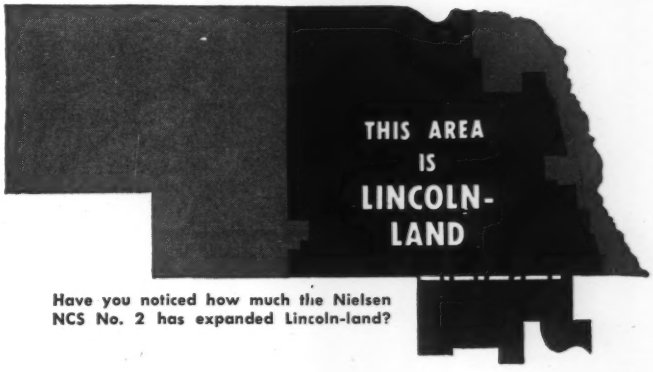


IN NEBRASKA'S OTHER BIG MARKET?



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KOLN-TV gets an average daytime, "viewed-most" rating of 54.0% as against 15.2% for the next station. Nighttime averages are 59.8% for KOLN-TV, 25.0% for the next station. Enough said?

KOLN-TV, one of America's great area stations, covers Lincoln-land, the VAST MAJORITY OF WHICH IS OUTSIDE THE GRADE "B" AREA OF OMAHA.

Lincoln-land consists of 69 counties with nearly 300,000 families. This important market is as independent of Omaha as South Bend is of Fort Wayne—or Syracuse is of Rochester!

Latest Telepulse credits KOLN-TV with 138.1% more *afternoon* viewers than the next station—and 194.4% more nighttime viewers!

Let Avery-Knodel give you the whole story on KOLN-TV, the Official CBS-ABC Outlet for South Central Nebraska and Northern Kansas.

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND —NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

TWO VIDEO, TWO RADIO STATIONS SOLD FOR $4.5 MILLION TOTAL

- **KLOR (TV) goes to Detroit attorney for $2.5 million**
- **Key Television Inc. buys KEYT (TV) for $1.6 million**
- **WCTC-AM-FM, KMOD-AM sold to other station owners**

TWO television stations—KLOR (TV) Portland, Ore., and KEYT (TV) Santa Barbara, Calif.—and two radio stations—WCTC-AM-FM New Brunswick, N. J. and KMOD Modesto, Calif.—were sold last week for a total of nearly $4.5 million. The sale transfers are subject to FCC approval.

KLOR (TV), an independent station, was sold for $2.5 million to George Haggarty, Detroit businessman and attorney with real estate and manufacturing interests in Michigan and oil and gas holdings in Texas, his native state.

Sellers of the ch. 12 station were stockholders of Oregon Television Inc.: Henry A. White (firm president), 19.34%; Stephen E. Thompson, 19.34%; Robert L. Sabin, 7.55%; Julius L. Meier Jr., 26.88%; William A. Healy Jr., 19.34% and others. Brokerage firm for the sale was the newly-established Hamilton, Stubblefield, Twining & Assoc. KLOR (TV) began operations March 9, 1955.

Officials of Key Television Inc., a newly formed corporation, bought ch. 3 KEYT (TV) for a total of $1,640,000, it was announced by Colin M. Selph, president of the Santa Barbara Bcstg. & Television Corp. which sold the station. [CLOSED CIRCUIT, Dec. 31, 1956].

Stockholders in Key Television Inc. are Richard C. D. Bell, member of a pioneer Santa Barbara family and president of the new company; William F. Luton, Santa Barbara County rancher and Mr. Bell's first cousin; his wife, Nancy Luton, and Robert H. Dunlap, Pasadena, Calif., attorney.

Mr. Bell, a 16.66% stockholder in Key Television, has been active in the ownership and management of radio and tv stations in the San Francisco Bay area. He was formerly associated with KPIX (TV) San Francisco as assistant to the president before the station was sold to Westinghouse Bcstg. Co. in 1955.

The remainder of the new company's stock (83.33%) will be held by Mr. and Mrs. Luton and by Mr. Dunlap.

Mr. Bell also will move to Santa Barbara to devote full time to KEYT (TV) as its new manager. The station is affiliated with all three networks.

Colin Selph, a 16.9% stockholder of Santa Barbara Bcstg. & Television Corp., who founded the station in 1952, and Charles H. (Pete) Jackson Jr., California and Nevada rancher with a 26.2% share, were the principal stockholders in the selling group. Others included movie actor Ronald Coleman, 9.2%; Maj. Gen. Pierpont Morgan Hamilton, 6.2%; Harry C. Butcher, formerly a CBS Washington, D. C., vice president and President Eisenhower's World War II naval aide and present owner of KIST Santa Barbara, 13.2%; Arthur F. Marquette, former Chicago advertising executive, 9.2%; Cecil I. Smith, 10.8%, and others. KEYT (TV) began operations July 26, 1953.

WCTC-AM-FM New Brunswick, N. J., went on the block for a $125,000 cash sale to a group headed by Joseph L. Rosenmiller Jr., recently associated with H-R Television Inc., station representative firm, and Peter A. Bordes, formerly a management consultant. Mr. Rosenmiller and Mr. Bordes have controlling interest in WESO Southridge, Mass.

Participating in the group purchasing WCTC is Louis J. Appell Jr., president of WSBA-AM-TV York, Pa.

Seller was the Chanticleer Bcstg. Co., headed by James L. Howe, who served as president of the company and of WCTC since its founding in 1946. Mr. Howe still owns WIRA Fort Pierce, Fla. Broker for the transaction was Linton Wells of Fort Lauderdale, Fla.

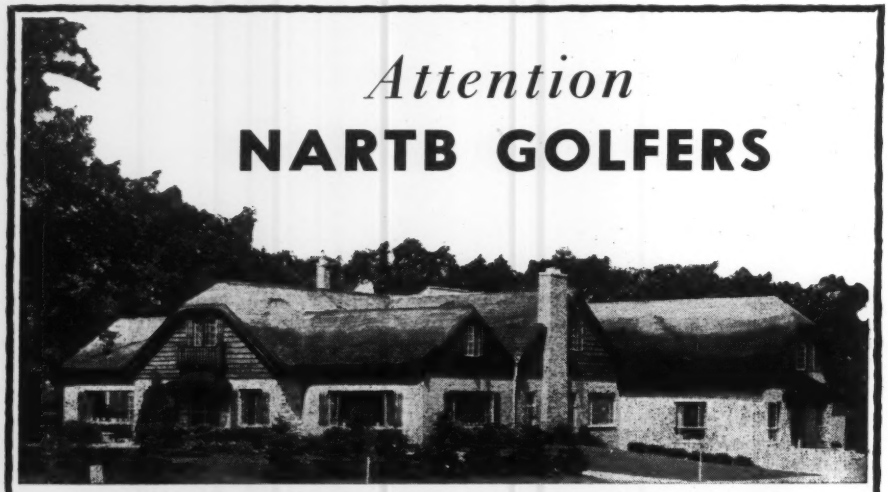
James A. Vodges, general manager of the 250 w, 1450 kc station, will continue in this capacity under the new ownership. No changes in staff personnel or operating procedure are contemplated.

For $170,000 KMOD Modesto, Calif., an ABC affiliate was sold to a group—Finley Bcstg. Co.—which own KSRO Santa Rosa, Calif. The 1,000 w, 1360 kc station went to Mrs. Ernest L. Finley, Frank McLaurin and Evert B. Person. Mrs. Finley is president of the company which owns KRSO, and Mr. McLaurin serves as general manager of that station.

Sellers of KMOD are members of Radio Modesto Inc., including Don C. Reeves, who served as president and general manager of the station; Judd Sturtevant, who was commercial manager, and John E. Griffin, Brokerage firm was Hamilton, Stubblefield, Twining & Assoc.

Attention

NARTB GOLFERS



B•T's annual Blind Bogey Golf Tournament will be held Sunday, April 7, at the 27-hole Midwest Country Club (above), Hinsdale, Ill. Over 20 prizes, including B•T's silver trophies for low gross and low net, will be awarded. Tee-off time is 9:30.

MAIL THIS RESERVATION TODAY, TO:
BROADCASTING • TELECASTING 1735 DeSales St., N.W., Wash., D. C.

Name .....

Address .....

Firm .....

I will want a ride to the club ☐

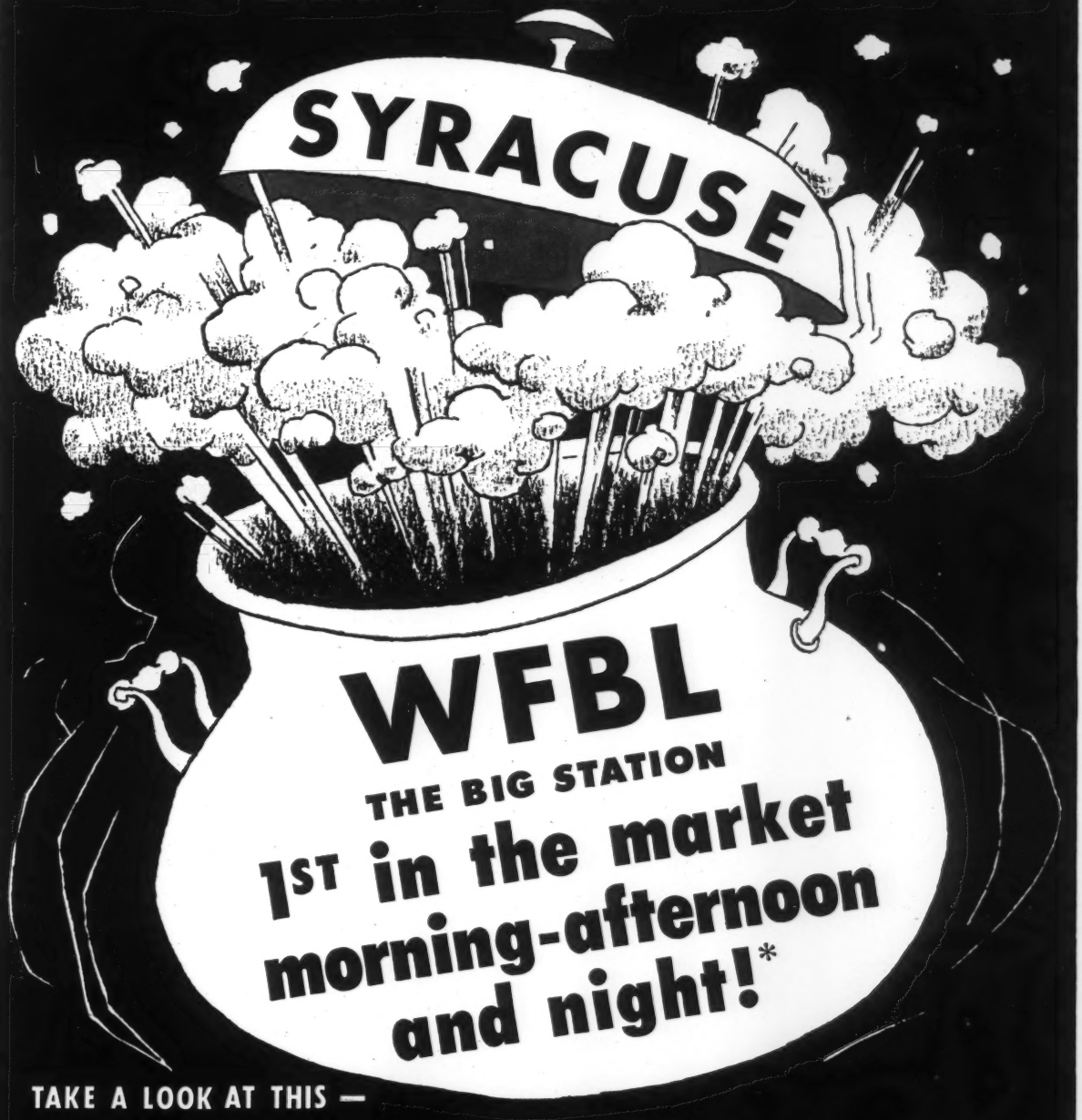
April 7 ***Tee-off time: 9:30 a.m.***

Bitner Stockholders Approve $15.75 Million Sale to Time

ANOTHER step toward Time Inc.'s $15,750,000 acquisition of the Consolidated Television & Radio Broadcasters Inc. properties in Indianapolis, Minneapolis-St. Paul, and Grand Rapids was taken last week as the Consolidated stockholders gave their formal approval to the sale.

Board Chairman Harry M. Bitner Sr. and others of the Consolidated board had

WE'VE BLOWN THE LID OFF IN



WFBL

THE BIG STATION

1ST in the market morning-afternoon and night!*

TAKE A LOOK AT THIS —

TIME	WFBL ABC	A	B	C	D
MONDAY THRU SATURDAY 8:00 A.M.-12:00 NOON	37.1	24.5	16.3	11.0	10.3
MONDAY THRU SATURDAY 12:00 NOON-6:00 P.M.	31.3	20.6	7.6	20.3	18.1
SUNDAY DAYTIME 10:00 A.M.-6:00 P.M.	28.3	15.6	18.5	18.5	17.3
MONDAY THRU SATURDAY 6:00 P.M.-10:30 P.M.	24.5	18.1	7.7	23.7	24.4
TOTAL RATED TIME PERIODS	31.2	20.8	11.1	18.1	17.2

*Hooper, Jan.-Feb.

FOUNDERS STATION

One of the Founders' group of stations, including KPOA, Honolulu, and the Inter-Island Network; WTAC, Flint, Michigan; and KTVR, Channel 2, Denver, Colorado.

THOSE who helped dedicate new studios of WGAL-TV Lancaster, Pa., [B•T, Feb. 25], are shown as they appeared in the televised ceremony. L to r: President-General Manager Clair R. McCollough (at lectern), FCC Comrs. Rosel Hyde, Robert T. Bartley, John C. Doerfer, T.A.M. Craven and Chmn. George C. McConnaughey; Col. J. Hale Steinman and John F. Steinman, owners of Lancaster-based Steinman stations; NARTB President Harold Fellows; The Rev. James E. Wagner, president of the Evangelical & Reformed Church (International); the Rev. Bernard V. Mattern, director of radio and television apostolate, Catholic Diocese of Harrisburg, Pa., and Rabbi M. N. Friedman of York, Pa.

accepted the Time Inc. offer last December subject to stockholder ratification [B•T, Dec. 24, 1956]. Approval by the stockholders had been considered virtually certain.

Applications for FCC approval of the transfer are expected to be filed within a week or ten days.

In the transfer Time Inc. is acquiring WFBM-AM-TV Indianapolis, WTCN-AM-TV Minneapolis-St. Paul, WOOD-AM-TV Grand Rapids, and two subsidiary companies, Lansmore Corp. (real estate firm) and Artists Inc. The Bitner group is retaining WFDF Flint, Mich.

In a separate transaction, Time Inc. and Wayne Coy have sold their KOB-AM-TV Albuquerque to KSTP Inc. for $1.5 million, also subject to FCC approval, so that upon acquisition of the Consolidated properties Time Inc.'s interests would not exceed FCC's multiple ownership limits. Time Inc. already owns KLZ-AM-TV Denver and holds 80% of KDYL-AM-FM and KTVT (TV) Salt Lake City, in addition to its co-ownership of the KOB stations with Mr. Coy.

Mr. Coy is currently president and general manager as well as half-owner of KOB-AM-TV, and following the Consolidated-Time transaction is expected to head a corporation which will operate WFBM-AM-TV and WTCN-AM-TV [CLOSED CIRCUIT, Feb. 18].

Dedication of New Offices For WBKB (TV) Set for May 16

FORMAL dedication of the new headquarters in the State-Lake Bldg. for ABC's WBKB (TV) Chicago has been set for May 16, with Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., presiding over ceremonies.

WBKB is to move its offices from the 16th floor of the Kemper (Civic) Bldg. and from the 24th and 25th floor of the Daily News Bldg.

Work was progressing last week on an executive suite and other quarters in preparation for WBKB's occupancy of three floors in the building March 31. In process of installation are equipment racks to house switching units, distributing and intercommunication facilities, and control room consoles, plus an audience studio.

Executive suite on the 10th floor includes reception room, vice president's and general manager's offices, conference room, treasurer's office and a secretary's anteroom.

Station Opens Honolulu Office

KUAM-AM-TV Agana, Guam, has opened a Honolulu office in the Bishop Bank Bldg., it was announced by H. Richard Maguire, managing director of the Guam stations.

WHAT'S NEW WITH "DAMETIME" TELEVISION?

ASK THE COLONEL!

The PGW Colonel has just written a book on the subject of daytime viewing. Not a very long book, but one that should be very interesting to the advertisers of soaps and soups and such . . . that are sold to women.

PETERS, GRIFFIN, WOODWARD, INC.
TELEVISION SALES
250 Park Ave., New York, N.Y.

FOREIGN TONGUES FLOOD U. S. AIR

THE LARGE NUMBER of foreign language broadcasts over U. S. radio stations has diminished only slightly, since last year's BROADCASTING • TELECASTING survey of such broadcasts. The latest figures are published in the 1957 BROADCASTING YEARBOOK-MARKETBOOK, now in the mail to subcribers.

Non-English programming takes up approximately 4,100 hours weekly of the country's total broadcast time. Last year's total was about 4,500. There are some newcomers—including Carpathian and Macedonian—to the list of languages, and some tongues—Latvian, Welsh and others—no longer can be heard on domestic air, according to the report.

Most popular on the 545 stations that program in languages other than English is Spanish, which accounts for roughly 2,600 hours weekly of the 4,100 total. Ranking next, but far behind the overwhelming favorite, are Polish and Italian, which each account for nearly 400 hours weekly. Some 160 hours of French and 110 hours of German are heard in this country each week.

Other languages heard on U. S. airwaves range from Albanian to Croatian, from Hindustani to Maltese, Ukrainian to Ute to Zuni.

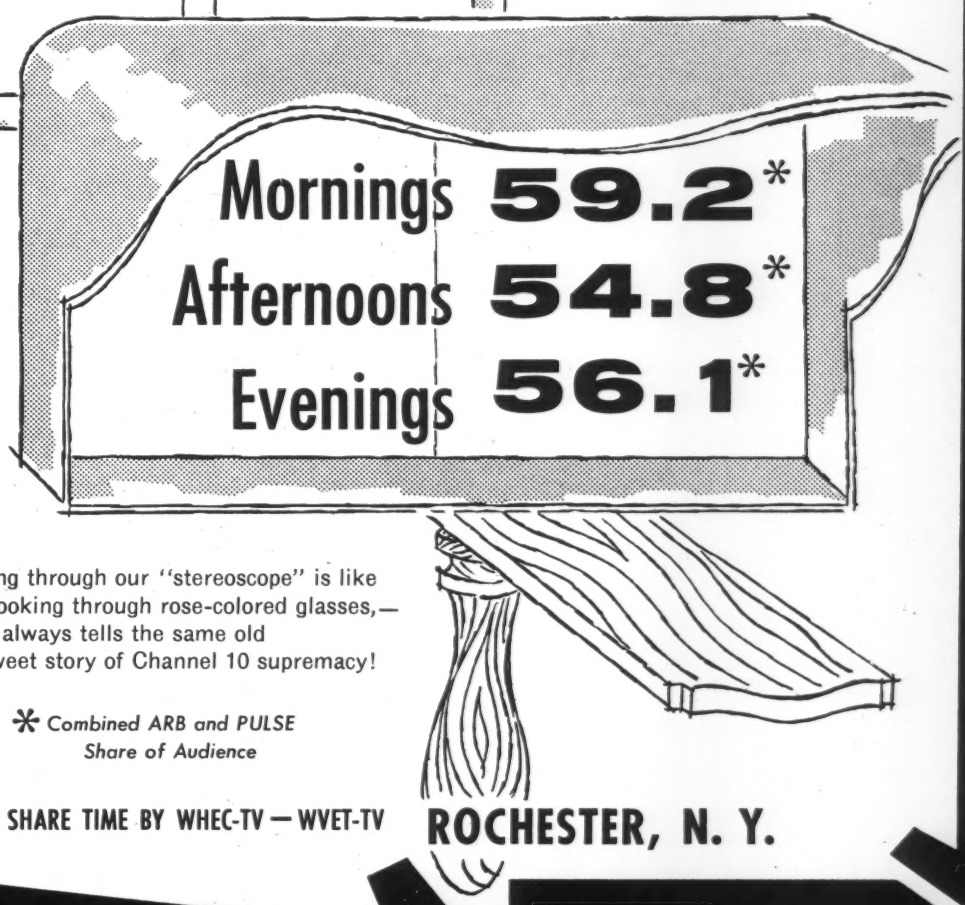
Foreign-language listeners continue to be found, according to 1957 figures, in the expected places: French is Louisiana and upper New England, German in Pennsylvania and Wisconsin, Portuguese on the coasts, Spanish in the Southwest and Italian and Polish in industrial centers. American Indians can hear tribal tongues on southwest stations. But only three of the five Indian languages reported in last year's survey survive on the air. Navajo, Ute and Zuni were reported this year but Apache and Hopi apparently are no longer broadcast beyond range of the tom-tom or smoke signal.

The complete list of foreign languages reported to be on the air: Albanian, Arabic, Armenian, Basque, Bavarian, Bohemian, Carpathian, Chinese, Croatian, Czech, Dutch, Finnish, French, German, Greek, Hindustani, Hungarian, Irish, Italian, Japanese, Lebanese, Lithuanian, Macedonian, Maltese, Navajo, Polish, Portuguese, Romanian, Russian, Scandinavian, Serbian, Slovak, Slovenian, Spanish, Swedish, Syrian, Ukrainian, Ute, Yiddish, Yugoslav and Zuni.

WE'RE PROUD OF OUR

"STEREOSCOPIC LOOK"!

A. R. B. NOVEMBER 1956	PULSE OCTOBER 1956	
57.1%	61%	MORNINGS MON. THRU FRI.
55.5%	54%	AFTERNOONS MON. THRU FRI.
56.9%	55.3%	EVENINGS SUN. THRU SAT.



Looking through our "stereoscope" is like looking through rose-colored glasses,— because it always tells the same old sweet story of Channel 10 supremacy!

* *Combined ARB and PULSE Share of Audience*

OPERATED SHARE TIME BY WHEC-TV — WVET-TV ROCHESTER, N. Y.

IT ALL ADDS UP TO . . . 10

CBS TELEVISION

NATIONAL REPRESENTATIVES
EVERETT - McKINNEY • THE BOLLING CO., INC.

. . . NOW BEING MAILED

1957 BROADCASTING YEARBOOK MARKETBOOK

The 23rd consecutive edition of "Radio's One-Book Reference Library" is being mailed to subscribers. *If you're not already a B•T subscriber, or if your subscription does not include the BROADCASTING Yearbook-Marketbook please check and mail this order form*

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Enter my subscription to include the 1957 BROADCASTING Yearbook-Marketbook—$9.00 ☐

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Please send me ..... copies of 1957 BROADCASTING Yearbook-Marketbook @ $3.00. ☐

name _____ position/title _____

company _____

street _____

city _____ zone _____ state _____

WISN-TV SCHEDULES MARTIN LUTHER FILM

- **WGN answers Action Committee**
- **Charges license revocation try**

THE "Martin Luther" film is scheduled by WISN-TV Milwaukee for showing this Friday night (March 8) in an apparently peaceful atmosphere, but WGN Inc. charged in a filed reply before the FCC that the Protestant Action Committee was seeking to revoke the license and close down WGN-TV Chicago for cancelling a scheduled showing of the movie last December [B•T, Dec. 24, 1956, *et seq*].

Announcement of the "Martin Luther" showing over the Milwaukee station under "reputable" commercial sponsorship was made last week by E. C. Pommerening, executive secretary of the Wisconsin division of the Lutheran Men of America.

"We do not find the film morally objectionable or technically inadequate, and these are the standards by which we judge all motion pictures shown on the station." declared John B. Soell, general manager of WISN-TV.

A spokesman at the Milwaukee Archdiocese Chancery office said "scheduling of the film will draw no protest" from the Roman Catholic Church and Mr. Soell added that "there's been no reaction to it here and we don't expect any trouble."

The movie is to be shown Friday on the station's 10:30-12 midnight film feature slot under the sponsorship of Towne Commercial Sales Inc., a subsidiary of Towne Realty Co., Mr. Soell said.

In an answer filed by its Washington attorneys before the FCC last Friday (March 1), WGN Inc. termed the protest petition filed by the Action Committee for Freedom of Religious Expression some two weeks ago [B•T, Feb. 25] "prohibited by the Communications Act of 1934 and entirely unwarranted."

The Action Committee's petition asked the FCC to order WGN to file a license renewal application and to order a hearing on WGN's application for license to cover its construction permit.

WGN charges in its reply to the petition that the Action Committee is trying to have the FCC revoke the station's license and close it down "simply because of its failure to present a particular program demanded by a particular religious sect. " The reply further asserts that the Protestant group "wishes to compel WGN-TV to telecast this film at an early date" rather than to punish it for not showing the movie Dec. 21.

Basis of the filed reply is that:

(1) The Action Committee's petition does not claim any religious discrimination in the tv station's programming and WGN affirms that there has been none;

(2) The Committee does not claim there was any program imbalance and WGN states overall programming balance has been maintained;

(3) WGN reiterates that the Communications Act denies FCC the power of program censorship;

(4) The station denies that its decision to cancel the film was a violation of policy relating to carrying programs dealing with controversial questions or public issues.

WGN explained its cancellation of the movie Dec. 19 by noting that Ward Quaal, the station's general manager decided "it would not be in the public interest to telecast to Chicagoland homes during the Christmas season a program which might be regarded as a derogation or criticism of the beliefs of any religious group."

Whereas Kenneth Douty, executive director of the Illinois ACLU and F. Raymond Marks Jr., a member of the Chicago ACLU, are listed on the petition, the Chicago station noted that the radio-television panel of the ACLU national office decided Feb. 5 "that the national ACLU should not intervene . . . in support of the petition, and that it should not make any accusation of censorship against WGN-TV."

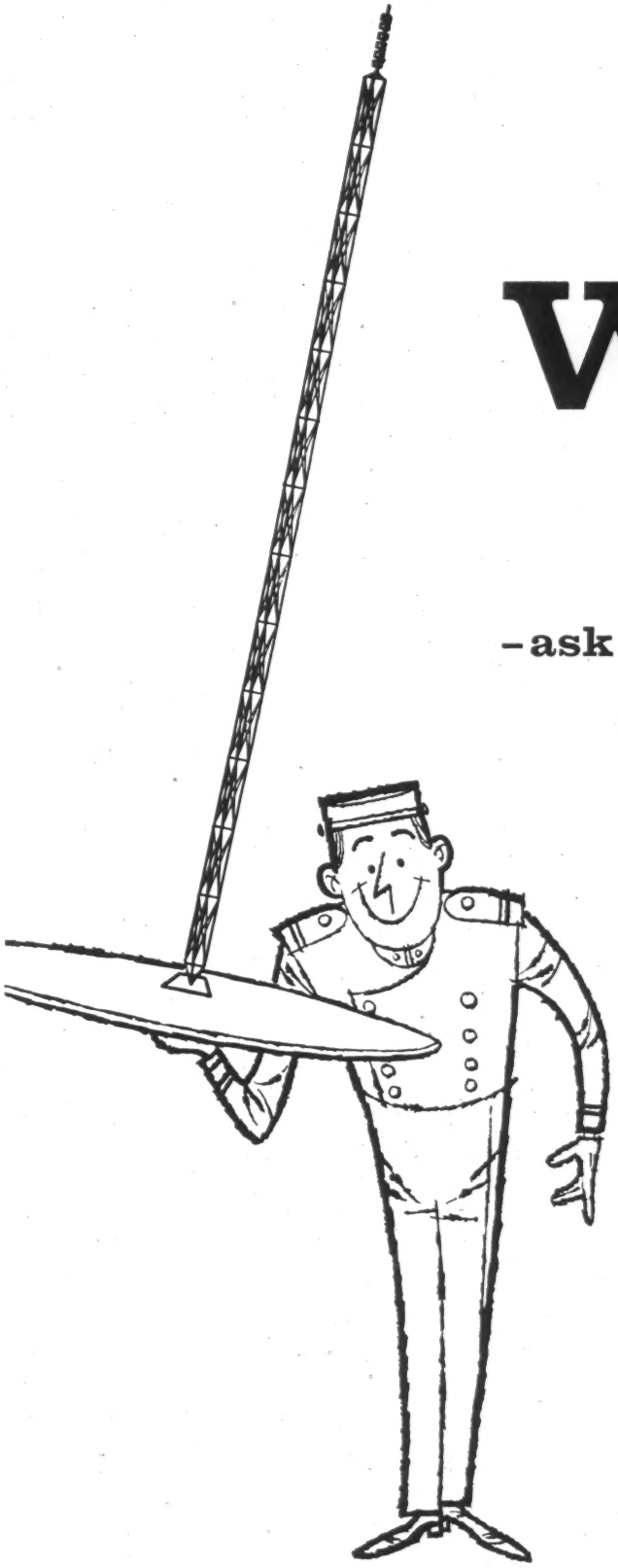
Meanwhile, the Chicago Rabbinical Assn. last week joined the Protestant Committee in protesting WGN's cancellation.

A Feb. 27 editorial in the Chicago *Daily News* questioned the wisdom of the Action Committee's attempt before the FCC to have WGN-TV's license revoked, adding that "the licensing system in radio and television is itself a long-range threat to freedom."

"In the government-controlled field, a license should never be revoked just because some manager made a decision that many people consider wrong," the editorial said in part.

The *Daily News* editorial also quoted the Rt. Rev. Msgr. Edward M. Burke, chancellor of the Catholic Archdiocese of Chicago, as denying that the church had any official part in the cancellation of *Martin Luther* by WGN-TV.

EUGENE J. ROTH, president of KONO-AM-FM-TV San Antonio, Tex., throws the switch that put San Antonio's fourth television station on the air. Behind him are other officers of the new tv operation (l to r): Jack Roth, assistant general manager; James M. Brown, vice president-general manager, and Bob Roth, secretary of the board and commercial manager. Jack and Bob Roth are the president's sons. KONO-TV operating at 316 kw, is affiliated with ABC.



how's WHIO service?

-ask our 264 active accounts!

They'll tell you that WHIO-TV not only covers 41 counties in 3 states, but that we also cover every base when it comes to customer service—AM and TV both! How else can you build an active, satisfied account list of 207 local and 57 national accounts?

Lots of our advertisers and their agencies depend on our check-lists—they're that thorough. They know that when the chips are down, time is important, delay is costly—and every department here can be depended on for quick, positive action. When it comes to handling spots, changing copy, supplying availabilities or market information, or special continuity, production or traffic problems—we're with *them!*

Our team has the best in physical assets, too—photo laboratory, art sudio, addressograph, multilith, new cameras. *Plus* coverage. Ask George P. Hollingbery, National Rep de Luxe, for information.

WHIO-TV DECEMBER PULSE RATINGS
15 of first 15 top-rated shows.
6 out of first 10 multi-weekly shows.

CHANNEL 7 DAYTON, OHIO

whio-tv CBS

One of America's great area stations

WE
HEARTILY
RECOMMEND
AND
ENDORSE

Carolyn Sholdar Associates

30 PARK AVENUE, NEW YORK 16, N.Y.

WEEK
CHANNEL 43

PEORIA, ILLINOIS

Fred C. Mueller, General Manager

Storer Names McMurray Dir. of National Sales

APPOINTMENT of Maurice E. McMurray as national sales director of Storer Broadcasting Co. was announced last Thursday by Stanton P. Kettler, vice president in charge of operations. He succeeds the late Bob Wood as head of all national sales for Storer.

MR. McMURRAY

Mr. McMurray entered broadcasting in 1939 at WHO Des Moines. Between 1948 and 1953 he served with C. E. Hooper Inc., CBS-TV and NBC-TV. He joined Storer Broadcasting in November 1953 as sales manager of WJBK-TV, Detroit. With expansion of the national sales office in New York in 1956, Mr. McMurray was transferred there and shortly thereafter was named to represent WJW-TV Cleveland and WJBK-TV.

During World War II, he served with the Army Air Forces as a captain in public relations in Washington and in China.

Storer stations are WAGA-AM-FM-TV Atlanta; WGBS-AM-FM-TV Miami, Fla.; WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo, Ohio; WBRC-AM-TV Birmingham, Ala.; WJW-AM-TV Detroit; WWVA-AM-FM Wheeling, W. Va. and KPTV (TV) Portland, Ore.

Dore to Rep. Tobacco Network

BOB DORE Assoc., new station representative firm organized by Mr. Dore with headquarters at 250 Park Ave., (Yukon 6-6899), New York, has been named by the 10-station Tobacco Network as national representative. Mr. Dore formerly was account executive with Forjoe Inc. The firm has been elected to membership in Station Representatives Assn. and expects to open offices or name affiliates in Chicago, Los Angeles and San Francisco.

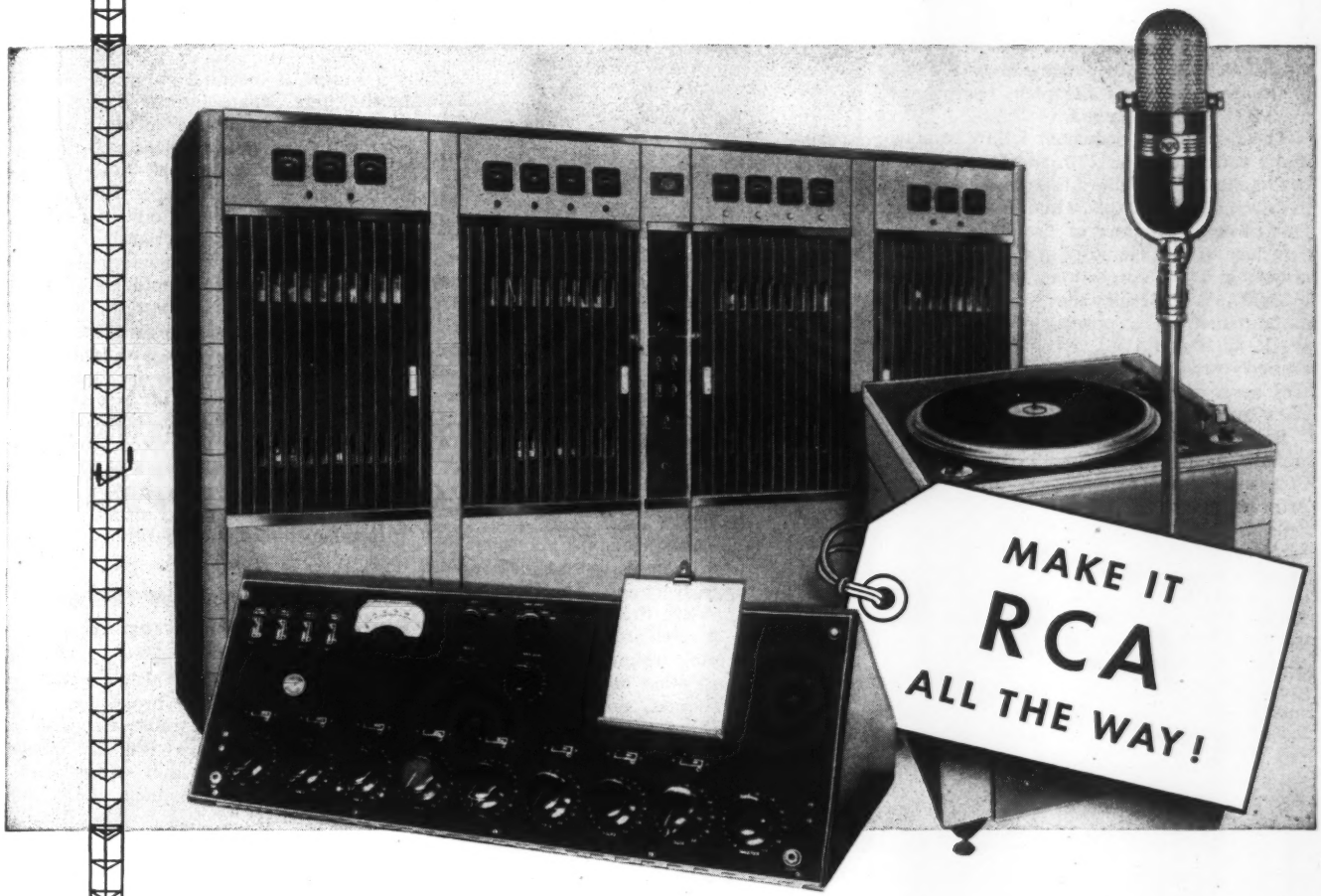
Cameraman Sues Dallas Firm

WBAP-TV Ft. Worth cameraman Ken Martin has filed a $5,000 suit in Dallas court against Dallas Power & Light Co. charging that two employes of that firm twisted his arms and took away his camera as he filmed efforts to revive a shock victim. Mr. Martin charged the power company with negligence in instructing its employes to forbid picture taking of accidents and in employing personnel who would take forcible action to prevent pictures from being taken. Mr. Martin's camera was returned later.

WCAR Detroit Moves Location

WCAR Detroit (formerly WCAR Pontiac, Mich.) last week moved into new studios and offices in Detroit's Masonic Temple. The station presently is installing a new 50 kw transmitter, with completion scheduled for early this month. WCAR now operates 18 hours daily with 10 kw.

Planning a Radio Station?



You'll benefit by using this single source of equipment and experienced assistance

For your complete equipment package, for help in planning, and for technical service—RCA can give you everything you need. From RCA you can get a full line of equipment—from microphone to antenna—designed to fill the widest range of station requirements. The practical assistance of RCA station-trained engineers is available for complete planning of your installation. And through the facilities of RCA Service Company, Inc., you can get technical field service in strategic locations throughout the country.

One source for all your station requirements means faster service and delivery to meet your specialized needs . . . pre-releasing if necessary. By coming to RCA, all your sources are coordinated automatically—you don't have to make all these time-wasting arrangements yourself. You can get on-air faster . . . stay on-air longer . . . reduce costly off-air time. And the many benefits will be reflected in increased profits throughout your entire operation. Why not call your RCA Broadcast Representative today?

RCA . . . *your first source of help in station planning*

RADIO CORPORATION of AMERICA

Broadcast and Television Equipment • Camden, N. J.

In Canada: RCA VICTOR Company Limited, Montreal

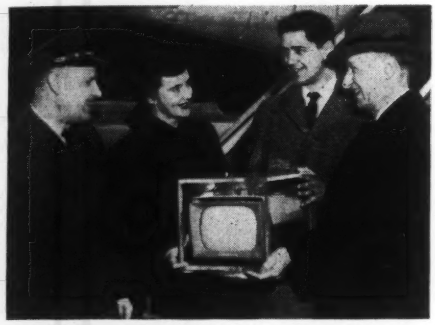
Tmk(s) ®

KETV (TV) Plant Dedicated; Prophecies Go Into Cornerstone

AS national and local dignitaries looked on last Tuesday morning, Sigurd S. Larmon, president of Young & Rubicam Inc., placed a television set and other mementoes of 1957 in the cornerstone of the plant being built by KETV (TV) Omaha.

The ceremonies dedicated KETV studios under construction at 27th and Douglas Sts. in Omaha. The building is expected to cost in excess of half a million dollars. Constance H. Cowdery, daughter of President Ben H. Cowdery of the Herald Corp., KETV permittee, laid the cornerstone, to be opened in 2,007 A.D. Besides the 9-in. GE tv set, accompanied by a prophecy by GE's Dr. W. R. G. Baker [B•T, Feb. 25], the stone carried rosters of Omaha organizations, current news and business papers and prophecies by national leaders.

Prophets included, besides Mr. Larmon and Dr. Baker: FCC Chmn. George C. McConnaughey and Comr. T. A. M. Craven; Attorney General Herbert Brownell Jr.; Brig. Gen. David Sarnoff of NBC; Interior Secretary Fred Seaton; Commerce Secretary Sinclair Weeks; Postmaster Gen. Arthur E. Summerfield; Pres. Harold E. Fellows of NARTB; Campbell Arnoux, president of WTAR-AM-TV Norfolk, Va., and chairman of the NARTB Tv Board; W. D. Rogers Jr., president of KDUB-AM-TV Lubbock, Tex. and chairman of Television Bureau of Advertising; Sol Taishoff, editor-publisher of B•T; Frederic R. Gamble, president, American Assn. of Advertising Agencies; Walt Disney; ABC Vice President John Daly; Mayor John Rosenblatt of Omaha, and others representing business, entertainment, government, and other pursuits.



EUGENE S. THOMAS (r), general manager of KETV (TV) Omaha, receives the television set that will be tuned in 2,007 A.D., if present day hopes are realized. Encased in plastic, the nine-in. set was flown to Omaha by GE to be placed in the KETV building cornerstone at ceremonies last Tuesday (see story). Ensuring safe delivery of the destined antique are (l to r) United Airlines Flight Officer A. E. Lang, Stewardess Lu Willett, Jack Petrik, KETV's chief engineer, and Mr. Thomas.

Eugene S. Thomas, general manager of KETV, summarized prophecies for onlookers at the ceremony. The Advertising Club of Omaha saluted the station with a special luncheon meeting, addressed by Mr. Larmon (see condensed text, page 38). Station management expects to put KETV on the air in late summer or early fall, depending on progress of construction.

Quick KTLA (TV) Action Gets Hearing on Air

FAST THINKING by Gil Martyn, news director of KTLA (TV) Los Angeles, gave viewers a chance to watch the full proceedings of last week's hearings of the State Senate Interim Committee on collection agencies, private detectives and scandal magazines, which opened Wednesday with the testimony of singer Frank Sinatra concerning the misdirected raid staged by Joe DiMaggio in his attempt to collect evidence against his former wife, Marilyn Monroe, testimony which another member of the raiding party promptly denied.

Mr. Martyn on Tuesday decided that tv coverage of the three-day hearing, held Wednesday-Friday in Los Angeles, would be a public service, so he called State Sen. Fred H. Kraft, chairman of the committee, in San Diego and secured exclusive telecast rights for KTLA. The station had three cameras on the scene when the hearings opened at 10 a.m. Wednesday to give full coverage of the session until its conclusion at about 4 that afternoon. Same full coverage was continued Thursday and Friday and is to keep going this week if the hearing is still going on.

KTLA's commercial staff also got busy and on Wednesday morning sold sponsorship to Juneau Agency for two real estate clients, Evergreen Acres of La Verne and College Grove Ranchos of Pomona.

The week before the KTLA coverage of the state senate committee hearing, KPIX (TV) San Francisco, on Feb. 20, covered 90 minutes of the final public hearing held by the State Senate Interim Committee on the rapid transit bill, a measure of great interest to the San Francisco area, which KPIX claims was the first time a remote telecast had ever been made of a California senate committee in that city. Hearing climaxed nearly a year's crusade by KPIX, which last May began an editorial drive to promote the need for rapid transit in the San Francisco area. Since then, KPIX has presented six documentary programs, backed up by an intensive station promotion which included the purchase of radio time for spot announcements. Between the first three documentaries, broadcast at the beginning of the campaign, and the last three, put on just before the final hearings, KPIX presented three discussion programs on the issue. Kinescopes were offered to organizations for use at meetings to discuss rapid transit and were used by 25 groups.

Fire Destroys WMMW Meriden; Broadcasts Not Interrupted

A fire last Tuesday destroyed the building in which WMMW Meriden, Conn., was housed, but the station broadcast without interruption from its transmitter site. An estimate of the damages was not immediately available from the station, but a spokesman said "all equipment and facilities were destroyed."

The fire broke out at 1:30 a.m. EST and personnel were awakened to erect temporary broadcasting facilities at the transmitter location two miles from the downtown area. The station went on the air as scheduled at 6:30 a.m. with equipment borrowed from radio stations in the area, according to a WMMW spokesman.

POWER OF SUGGESTION?

FRANK SINATRA'S "Deep in a Dream" record was music to his ears, and lulled to sleep marathon disc jockey Ray Starr of WJAN Spartanburg, S. C., at 4:45 a.m. Feb. 20, ending a record-breaking 166 hours, 45 minutes of non-stop broadcasting.

The 240-pound disc jockey, who staved off sleep for nearly seven days to raise more than $2,300 for the Spartanburg school lunch program, broke the 154-hour mark set Jan. 27 by Bruce Allen of KBLI Black Foot, Idaho.

With the aid of fried chicken livers and 230 cups of hot tea, Mr. Starr stayed awake until slumber overcame him with Mr. Sinatra's record.

Efforts of station officials to revive him failed, and the disc jockey was rushed by ambulance to a hospital, where he was expected to sleep for four or five days.

if it is . . .
3 P.M.
when you read this
1,048,342 WOMEN
are *actually watching* "Dametime" programs on the Television Stations represented by PGW.

For full details and latest availabilities
ASK THE COLONEL!
PETERS, GRIFFIN, WOODWARD, INC.
TELEVISION SALES
250 Park Ave., New York, N.Y.

Nothing Else Like It In Louisville!

"DIAL 970"

WAVE'S MONITOR FORMAT!

WAKE UP WITH WAVE
(6 a.m. — 9 a.m.)

Wake Up With WAVE is DIAL 970's early-morning feature, bringing Louisvillians everything they need to know to start the day. WAVE's popular Foster Brooks is at the mike . . . friendly, relaxed, informal.

Wake Up With WAVE is a happy blend of recorded music, newscasts every half hour, weather and traffic reports, school closings and farm news. Highly successful new feature is a beeper phone report every quarter hour from Police Headquarters giving *specific* when-and-where details about accidents, traffic jams, fires, icy roads, etc.

Other Coordinated DIAL 970 Programs Complementing MONITOR

CAROUSEL Fun and facts for busy Louisville homemakers. Club news, interviews, book reviews and music.

ROAD SHOW Riding with Louisvillians in their cars—getting them home relaxed and informed. Music, news, weather and traffic reports, time, sports and humor.

NIGHT BEAT The pulse of Louisville after dark. Direct local news. Direct local sports round-up. Music and world news. Human-interest features.

DIAL 970—WAVE'S DYNAMIC NEW RADIO SERVICE FOR A DYNAMIC NEW LOUISVILLE!

WAVE

5000 WATTS • NBC AFFILIATE
LOUISVILLE

NBC SPOT SALES
Exclusive National Representatives

NEW FOR 1957

MORE THAN ONE MILLION HOURS IN THE MAKING...

...THE NEW TELEPROMPTER MOD V...

MOD V TELEPROMPTER EQUIPMENT....COMPLETELY NEW EYE-LET SYNCHRONIZATION SYSTEM ... MASTER CONTROLS ... DUAL HAND CONTROLS...INDUSTRY CAMERA MOUNTS...GREATER FLEXIBILITY!

* Patents Pending

TELEPROMPTER SERVICE

TELEPROMPTER CORPORATION

311 West 43rd St., New York 36, N. Y. • JUdson 2-3800

HERBERT W. HOBLER, *V. Pres. Sales* JAMES BLAIR, *Eqpt. Sales Mgr.*

LOS ANGELES • CHICAGO • WASHINGTON, D.C. • PHILADELPHIA

DETROIT • MIAMI • TORONTO • LONDON

BETTER BALANCED MUSIC PROGRAMMING

Harry Waterhouse, Prog. Dir. of WCMR, Elkhart, Indiana writes:

"In our city . . . the band instrument capital of the world . . . and in the surrounding area where the instrument workers live . . . people know their music.

"And *we* know at WCMR that they like the music they get from the SESAC Library.

"We use a lot of band selections of course, and SESAC concert music is used heavily too, but all of that well-balanced library gets a good going-over during the course of a broadcast week.

"Yes, the music-lovers' station and its music-loving listeners really go for the B and C of the SESAC service . . . and the rest of the SESAC alphabet, too.

"As far as I'm concerned, B-B-P (Better Balanced Programming) means Best Buy for Program Directors."

available in sections

THE sesac TRANSCRIBED LIBRARY

COLISEUM TOWER • NEW YORK 19

send for prepaid audition discs

STATIONS

KULA-AM-TV Appoints Three In Separation of Radio-Tv

KULA-AM-TV Honolulu has separated its radio and television operations, with the promotion of three key staff members, according to Jack Burnett, executive vice president of Television Corp. of America and general manager of the stations.

Robert Denison and Ted Scott have been appointed co-managers of KULA radio, with Mr. Denison directing sales and Mr. Scott handling all programming and operations.

Arthur Sprinkle, formerly assistant manager in charge of operations for both stations, has been named manager of KULA-TV.

Mr. Denison joined KULA as a part-time announcer while still an instructor at the U. of Hawaii, and has served in all phases of the station's operations since that time. Mr. Scott came to KULA from Santa Barbara, Calif., one year later as a staff announcer, and also has held many positions in the station.

In January 1954, three months before KULA-TV began operations, Mr. Sprinkle joined the tv station after resigning as acting program director for KPHO Phoenix, Ariz., where he had worked for nearly four years. Prior to his work with KPHO, he had been with KUTC Tuscon, Ariz.

Mr. Burnett will continue to direct national spot sales for both the radio and tv station.

Seattle Cultural Group Formed; Seeks to Open New Fm Station

PROFESSIONAL and businessmen and housewives in Seattle, Wash., have formed a cultural organization to sponsor the opening of a non-profit fm station, which would feature music, drama, poetry, criticism, and children's fare.

Fine Arts on the Air Inc., the new sponsoring group, is expected soon to file an application with the FCC for the fm station. The organization's prime objective is "to have a fine, cultural radio station operating in the Seattle area on a permanent basis."

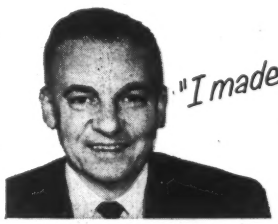
The group hopes to have 150 to 300 owners for the station, each subscribing $100. Advertising will be expected to pay the station's operating costs "after we get rolling," said Stanley Worswick, attorney and president of Fine Arts on the Air Inc. Target date for broadcasting is Jan. 1, 1958, Mr. Worswick said. Other officers for the orgnization are David Pinel, vice president and secretary, and Harvey Manning, treasurer.

WCWC Construction Set

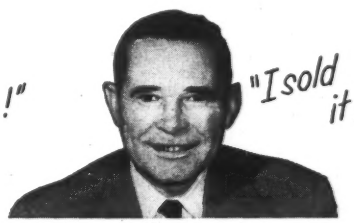
CONSTRUCTION of studio and transmitter facilities for WCWC Ripon, Wis., is scheduled to begin this month, with an on-the-air target slated for early July, according to John F. Monroe Jr., vice president of Central Wisconsin Co.

"I just thought it would make you feel better to know that I'm satisfied with what I bought."

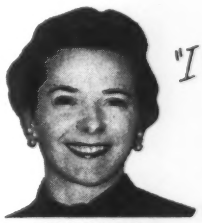
The products that satisfy most are the brands that have made a name for themselves. That's why advertisers in this magazine are good names to know. They're proud of their brands 'cause they satisfy so.



MANUFACTURER



DEALER



CUSTOMER

"I'm always satisfied most with a Brand that's made a Name for itself!"

BRAND NAMES FOUNDATION, INC. • 437 FIFTH AVENUE, NEW YORK 16, N. Y.

WFLA Radio Covers

Florida's 2nd Market Best!

IN **POPULATION**
THE TAMPA—ST. PETERSBURG METROPOLITAN MARKET

IS **2nd** IN FLORIDA

AND **35th** IN AMERICA!

WFLA Radio covers TAMPA - ST. PETERSBURG metropolitan market — Florida's SECOND MARKET — *where population has jumped 63% in the last ten years!*

WFLA reaches more than a quarter of a million radio homes in a busy 11-county trade area. *But that's not all!* For three years Florida has led the nation in percentage of increased traffic volume — car radios are an important addition to the WFLA audience. It's a big, able-to-buy market — *a double-barreled market* with a basic economy of year 'round industrial and agricultural production supplemented by millions of tourist dollars!

To reach *more radio listeners, more often* in Florida's SECOND MARKET — spot your product on WFLA!

(Figures from Consumer Markets)

The Tampa Tribune Stations

wfla AM • FM RADIO NBC
TAMPA-ST. PETERSBURG
NBC AFFILIATE

National Representatives — JOHN BLAIR & CO.
Southeastern Representative
HARRY E. CUMMINGS, Jacksonville, Florida

DELAWARE Gov. J. Caleb Boggs (r) presses the button to begin officially separate fm service for WDEL-FM Wilmington as Harvey C. Smith, WDEL-AM-FM manager, looks on. New musical format is called "WDEL-FM Golden Program Service."

Arthur Tolchin Elected President OF WMGM Broadcasting Corp.

ARTHUR M. TOLCHIN, director of WMGM, New York, has been elected vice president of the WMGM Broadcasting Corp., new operating company. Change of corporate name was authorized by the FCC last week. WMGM, 35 years old next year, began as WHN atop the famous Loew's State Theatre Bldg. WHN changed its call letters to WMGM in 1948 when it moved to 711 Fifth Ave., the former home of NBC. WMGM announced local and national business this year is running 25 to 33⅓% ahead of last year.

Mr. Tolchin has been with WMGM for 20 years and became assistant director of sales in 1945 and director of sales in 1951. He was appointed director of WMGM in 1954.

REPRESENTATIVE APPOINTMENTS

WINZ Miami, appoints Edward Petry & Co., N. Y.

WPTV (TV) West Palm Beach, Fla., appoints Blair Tv Assoc., N. Y.

KBIX Muskogee, Okla., appoints Burn-Smith Co., N. Y.

KABQ Albuquerque, N. M., appoints National Time Sales.

Joseph K. Fletcher, account executive, WCAU-TV Philadelphia, to Peters, Griffin, Woodward, N. Y., in similar capacity.

REPRESENTATIVE SHORTS

Donald Cooke Inc., moves its Chicago office from 228 North La Salle St. to 205 West Wacker Dr., effective after March 18.

STATION PEOPLE

Mrs. Edward H. Butler, president, *Buffalo* (N. Y.) *Evening News,* elected vice president of WBEN-AM-FM-TV Buffalo.

Clyde R. Spitzner, commercial manager, WIP Philadelphia, named to station's board of directors. He succeeds **Raymond Filske,** retired.

MR. SPITZNER

C. J. (Chet) Kreidler, KDYL Salt Lake City, Utah, named head of local-national sales

Jack Metzel, formerly midwest sales manager at Heating Publishers Inc., Chicago, to WBBM Chicago as account executive.

Lynn E. Knox, film broadcast sales, WHAS-TV Louisville, to WINT (TV) Ft. Wayne, Ind., as local-regional sales manager.

John P. Sholar, account executive, WNOK-TV Columbia, S.C., named sales manager.

MR. SHOLAR

Louis J. Volpicelli, formerly staff director, CBS and ABC in N. Y., to WSUN-TV St. Petersburg, Fla., as production manager.

Frederic L. Karch, producer - writer, WCAU Philadelphia, named to newly-created post of operations program manager.

Joe Cella, regional editor-production supervisor of Cincinnati (Ohio) office, *Tv Guide,* to WLW-AM-TV, same city, as manager of press relations.

J. C. Hauser Jr., account executive, KOTV (TV) Tulsa, Okla., named assistant commercial manager.

Ed Wallis, advertising-promotion manager, KYW-AM-TV Cleveland, named sales manager of KYW radio, succeeding **John McIntosh,** resigned.

MR. WALLIS

Hal Kennedy, announcer, KKTV (TV) Colorado Springs, Colo., named sales service director.

Dan Lesmeister, formerly with WKIX (TV) Milwaukee as film editor, to KOTA-TV Rapid City, S. D., as tv director.

J. Michael Prelee, editor-in-chief of *Newsreel* for WBBW Youngstown, Ohio, named news-special events director.

ESSO RESEARCH works wonders with oil

Smoothing the way for your call

Important calls like this go through quickly and surely, thanks to an elaborate central switching mechanism. A special lubricant developed by Esso Research keeps it working. Delicately brushed on, it helps the mechanism make split-second connections. Because it stays on for many months, there's less chance of a breakdown to interrupt your call. Again **ESSO RESEARCH** *works wonders with oil.*

Esso

STATIONS

Joe Loughlin, news staff, WLAC-TV Nashville, Tenn., named news director.

Jack Perkins, newsman, WGAR Cleveland, and **George Grant,** photographer, *Cleveland Press,* that city, to WEWS (TV), same city, as news editor and newsreel manager, respectively.

Malcolm McCormack, farm director, WBZ Boston and WBZA Springfield, assigned to additional post as morning news editor.

Jim Raymond, film editor of KOOL-TV Phoenix, to KGO-TV San Francisco in similar capacity, succeeding **Carl Ring,** who has joined KOVR (TV) Stockton, Calif.

John Tholen, news director-announcer, KPIG Cedar Rapids, Iowa, to WPBC Minneapolis in similar capacity.

Gene Bohi, formerly production staff member, KARD-TV Wichita, Kans., appointed staff announcer.

Cathy Haines, commentator-hostess, and **Loonis McGlohon,** pianist-music composer, added to talent staff of WBT Charlotte, N. C., with first assignment to daily audience show, *Studio Party.*

William S. Lydle, WHDL Olean, N. Y., to WSVA-AM-FM-TV Harrisonburg, Va., sales staff.

Donald E. Toland, formerly with KICD Spencer, Iowa, to KOA Denver, announcing staff.

Don Cherry, Columbia Records' recording artist, signed by WBBM-TV Chicago for new *Don Cherry Show,* Mon.-Fri., 10:45-11 p.m. starting today (Monday).

Hamilton Shea, president, WSVA-AM-FM-TV Harrisonburg, Va., named director for Rockingham County in Shenandoah Valley Inc., agency which publicizes Shenandoah Valley for tourists and industry.

Norman Ross, commentator-disc jockey at WGN-AM-TV Chicago, signed as toastmaster for Chicago Midwest Standford (U.) Conference March 9.

Win Stracke, emcee of WBKB (TV) Chicago's *Morning Spectacular,* is featured artist in new folk song album ("Americana") released by Bally Record Co.

Robert Light, promotion manager, Don Lee Broadcasting System and Don Lee Television, L. A., father of boy, Jonathan Fraser, Feb. 13.

MANUFACTURING

RCA SALES AGAIN TOP $1 BILLION

- **Annual report shows volume to be 7% above that of 1955**
- **Actual earnings, however, drop 15.7%; large tax bill cited**

RCA had a record business volume year in 1956, the largest in a 37-year history and exceeding the $1 billion mark in sales for the second straight year, according to its annual report released Wednesday by Brig. Gen. David Sarnoff, chairman of the board.

Gen. Sarnoff reported sales and services of $1,127,774,000, an increase of 7% over the 1955 high. Net profits, both before and after taxes, however, were lower, RCA's earnings dropping 15.7% from 1955.

Net profit last year before federal income taxes totaled $80,074,000, and after taxes, $40,031,000, compared to respective figures of $100,107,000 and $47,525,000 for 1955.

Earnings per share of common stock in 1956 were $2.65 contrasted to $3.16 for the previous year.

Gen. Sarnoff reported that RCA's tax bill for 1956 was $55,633,000 in federal income taxes, social security, property tax and other state and local taxes; another $32,170,000 in excise taxes, or a total of $87,803,000, equivalent to $6.31 per share. Dividends totaling $23,965,000 were declared last year, including $3.50 per share on preferred and $1.50 per share on common the same as in 1955.

Highlights of the report:

• Bullish look at color tv by Chairman Sarnoff and Frank M. Folsom, formerly president and now chairman of the executive committee of the board. They jointly predicted more color sets, more programs and cited an increase last year in the sale of RCA color transmitting and studio equipment.

• 1956 was the second largest in sales of black-and-white receivers and RCA "again led the field" in sales of monochrome sets.

• NBC's total tv billings increased 22% over the previous year as the network in 1956 enjoyed its highest revenue in history.

• NBC's radio and tv operations sold $286,415,000 in products and services for RCA, or 25.4% of the total last year, compared to $246,173,000 or 23.3% of the total in 1955.

In the rundown on color, Gen. Sarnoff and Mr. Folsom noted that this year will bring "increased activity" with more color programs broadcast, more people buying color sets and an expansion into fields other than broadcasting, such as medical industrial and educational tv.

"Because of the progress achieved by RCA in 1956, it seems reasonable to expect that some other manufacturers will enter the color tv field," they said. And, "competition in color programs and in sales of color sets will accelerate growth of the industry."

They noted that the "goal" for RCA this year in color is to step up both production and sales of sets, while increasing the number of shows on the air, attracting more sponsors to the medium and encouraging others in the industry to enter the field.

In referring to an increase in the sale of its color transmitting and studio equipment, RCA stated that at the close of the year 242 out of approximately 490 tv stations on the air were equipped for network color and that "many of these" were completely RCA-equipped.

The report observed that the RCA Tube Div. last year produced and marketed a larger number of electron tubes than in any previous year, while adding 75 new tube types; RCA Victor Distributing Corp. exceeded its 1955 sales by 23% last year, and RCA Victor enjoyed its "greatest year."

NEW DEVICE TO FILM TELECASTS

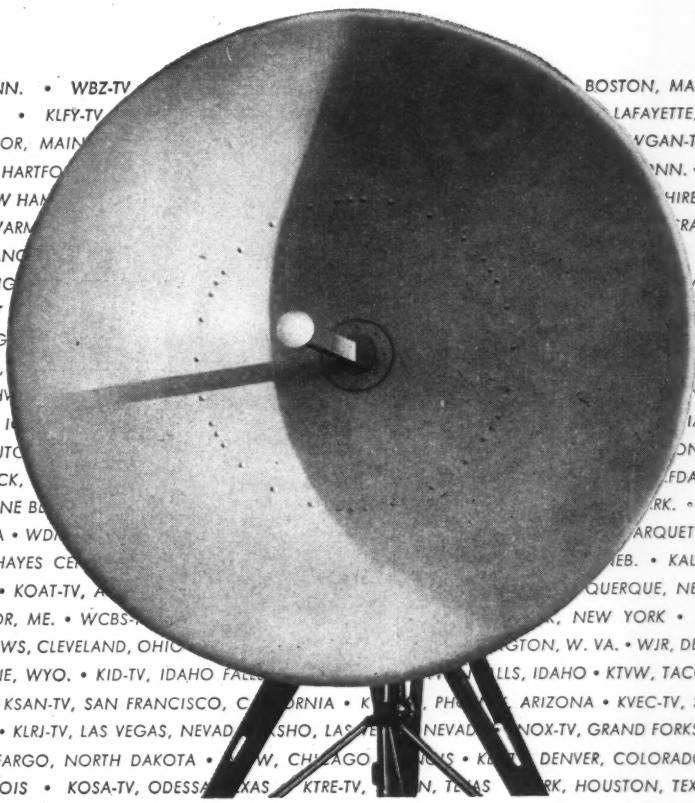
LATEST development in the effort to produce high grade film simultaneously with live telecast is a device called Tele-Cam.

The brain child of two young Pittsburgh technicians, who claim unusual clarity for their 16mm film product, Tele-Cam attaches to the tv camera in 20 minutes and uses a common lens-turret. Tele-Cam attributes an exceptionally sharp color or black-and-white film to a split-beam principle which overcomes the 525-line barrier imposed on kinescope and tape reproductions. This principle utilizes about 15% of light in transmission of the live image and up to 80% in the film camera, with percentages variable to suit different conditions. Two Tele-Cam units used in conjunction with two tv cameras can turn out a filmed half-hour show ready for printing within 10 hours. A separate kinescope is used as an editing guide.

The compact unit was devised last June by Warren R. Smith, president of his own film production-laboratory firm, and Robert Ferber, then a 21-year-old senior student at the U. of Pittsburgh. Four months after they made the original drawings, Tele-Cam units were in use at educational station WQED (TV) Pittsburgh. Encyclopedia Britannica Films has used the units to film a series of physics lectures telecast by WQED, and they are scheduled for showing this month in Chicago high schools.

The first version of Tele-Cam was designed for use with RCA equipment. The second model, slated for mass production, will be adaptable to DuMont and GE cameras, Tele-Cam Inc. says. Elements of the system are base plate, focussing turret mounting plate, beam splitter, optical system and 16mm film camera, The firm is handling distribution on a lease basis.

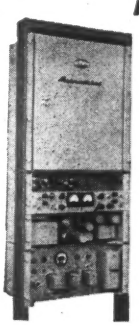
WHO'S USING IT?



WATR-TV, WATERBURY, CONN. • WBZ-TV ... BOSTON, MASS. • WGLV-TV, EASTON, PA. KUHT-TV, HOUSTON, TEXAS • KLFY-TV ... LAFAYETTE, LA. • KCCC-TV, SACRAMENTO, CALIF. • WABI-TV, BANGOR, MAIN ... VGAN-TV, PORTLAND, ME. • WGBH-TV, BOSTON, MASS. • WGTH-TV, HARTFO ... NN. • WHYN-TV, SPRINGFIELD, MASS. WMUR-TV, MANCHESTER, NEW HA ... HIRE • WWLP, SPRINGFIELD, MASS. WPTZ, PLATTSBURG, N. Y. • WARM ... RANTON, PA. • WHCT-TV, HARRISBURG, PA. • WDBJ-TV, ROANO ... • WTTG, WASHINGTON, D.C. WKNX-TV, SAGINAW, MICHIG ... /PBN-TV, TRAVERSE CITY, MICH. WTAP, PARKERSBURG, WEST ... TVS, DETROIT, MICH. • WWTV, CADILLAC, MICHIGAN • WAG ... LANTA, GEORGIA • WFBS-TV, GREENVILLE, S. C. • WFLB-TV, ... TEVILLE, N. C. • WKRG-TV, MOBILE, ALA. • WLAC-TV, NASHV ... NN. • WITN, WASHINGTON, N. C. • KTIV, SIOUX CITY, I ... IA, CchampaigNE, ILL. • KHOL-TV, HOLDREGE, NEBR. • KTVH, HUTC ... ON, KANSAS • WFIE, EVANSVILLE, INDIANA • KDUB-TV, LUBBOCK, ... FDA-TV, AMARILLO, TEXAS • KFJZ-TV, FT. WORTH, TEXAS • KATV, PINE BL ... RK. • KIEM-TV, EUREKA, CALIFORNIA KDWI-TV, TUSCON, ARIZONA • WDI ... ARQUETTE, MICH. • KOMU-TV, COLUMBIA, MISSOURI • KHPL-TV, HAYES CE ... EB. • KALB-TV, ALEXANDRIA, LOUISIANA KFSA-TV, FORT SMITH, ARK. • KOAT-TV, A ... QUERQUE, NEW MEXICO • KTBS-TV, SHREVEPORT, LA. • WTOW, BANGOR, ME. • WCBS- ... K, NEW YORK • KTVX, MUSKOGEE, OKLAHOMA KVOO-TV, TULSA, OKLA. • WEWS, CLEVELAND, OHIO ... GTON, W. VA. • WJR, DETROIT, MICH. • KBOI-TV, BOISE, IDAHO • KFBC-TV, CHEYENNE, WYO. • KID-TV, IDAHO FALL ... LLS, IDAHO • KTVW, TACOMA, WASHINGTON • KFSD-TV, SAN DIEGO, CALIFORNIA • KSAN-TV, SAN FRANCISCO, C ... RNIA • K ... PH ... ARIZONA • KVEC-TV, SAN LUIS OBISPO, CALIFORNIA KVVG, TULARE, CALIFORNIA • KLRJ-TV, LAS VEGAS, NEVAD ... SHO, LAS VE ... NEVAD ... NOX-TV, GRAND FORKS, NORTH DAKOTA • KQTV, FORT DODGE, IOWA • KXJB-TV, FARGO, NORTH DAKOTA • ... W, CHICAGO ... IS • KL ... DENVER, COLORADO • WDXI-TV, JACKSON, TENN. WSIL-TV, HARRISBURG, ILLINOIS • KOSA-TV, ODESSA ... XAS ... KTRE-TV, ... N, TEXAS ... RK, HOUSTON, TEXAS • KUHT, HOUSTON, TEXAS

281 KTR systems in use by Television Stations

HERE'S WHY RAYTHEON KTR MICROWAVE RELAYS OUTSELL ALL OTHERS:



PORTABLE OR RACK MOUNTED—Four compact units in portable system; weight, 162 lbs. Rack-mounted unit is designed for permanent installations.

- Most complete line in the industry. Models for 6000, 7000 and 13,000 MC—portable and rack mounted.
- Simultaneous transmission of monochrome or full NTSC color plus high fidelity audio.
- 100 milliwatts or one watt—you buy the power you need.
- Low initial and operating costs—unequalled dependability and versatility.

For complete information on Raytheon's KTR series television relays, please write Dept. 6120.

RAYTHEON MANUFACTURING COMPANY

Commercial Equipment Division, Waltham 54, Mass.

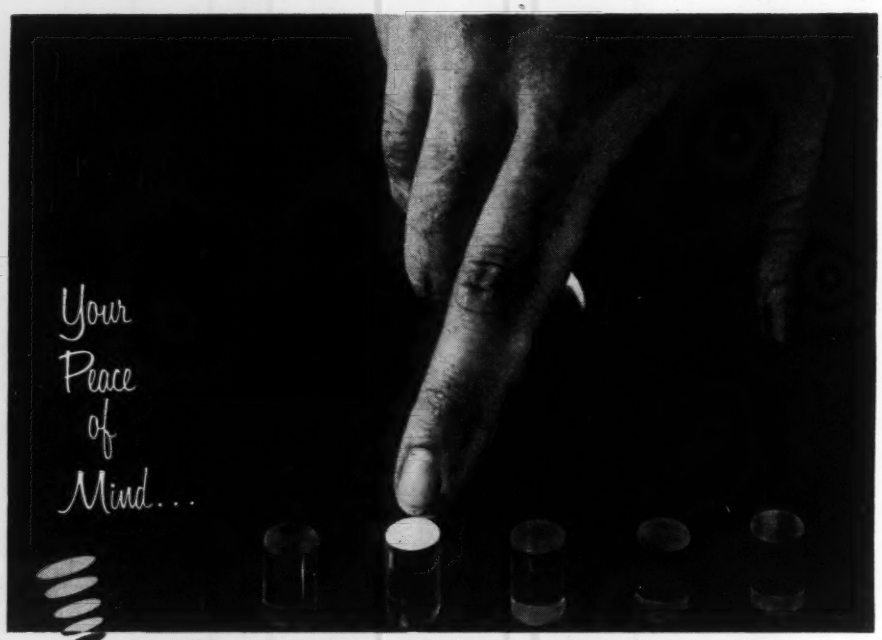
LET'S TALK DESIGN—AT THE NARTB SHOW

RAYTHEON

Excellence in Electronics

A-3014

A-3014 Broadcasting-Telecasting, Electronic Industry, Telephony, 1957



AT HIS FINGERTIP

Your client, your idea, your planning, your spot . . . all are dependent upon the move this hand makes *now*.

At WNCT this is an "old hand" skilled through experience in precise production. With Emily Post-ish exactness, this hand "does the right thing at the right time" hundreds of times a day, completing work initiated and developed by people he's never seen.

This final move is the most important one for it vitalizes your efforts, delivering your message to Eastern North Carolina. You needn't worry. The move will be the right one. WNCT advertisers know that!

WNCT Greenville ★ N. C.
channel 9 PRIMARY CBS AFF
316,000 watts full time
A. Hartwell Campbell, Gen. Mgr.
REPRESENTED NATIONALLY BY HOLLINGBERY

Who Said the Lion's Share of Lehigh Valley Pennsylvania is a "ONE STATION" DEAL?

THE **WHOL** STORY of this important industrial Allentown - Bethlehem market is yours for the asking from your Paul Raymer Representative or direct from . . .

WHOL
top of the dial
Allentown, Pa.

The "VIC" DIEHM RADIO GROUP
(The Best of Buys In Radio Represented by Paul H. Raymer Company)

WHOL • **WAZL** • **WHLM** • **WIDE** • **WVDA**
Allentown, Pa. Hazleton, Pa. NBC-MBS Bloomsburg, Pa. Biddeford-Saco, Me. Boston, Mass. ABC MBS-Yankee

of phonograph record sales in a 55-year history.

The report cited a total of 251 national advertisers on NBC-TV last year, which was hailed as "an all time record for any network." Of this number, 50 advertisers were using network tv for the first time. Last year, 36 advertisers sponsored regularly-scheduled color programs.

Other "highs" in RCA's record year of business volume: RCA International Div. was tops in 1956 in the volume of export business and RCA Communications Inc. had its "most successful" year in 37 years with sales for the latter over $23.5 million.

NBC-TV, the report stated, had 200 affiliates last year, 136 of them equipped to transmit network originated color programs, while 45 affiliates (owned stations not included) can originate local color shows.

In the summary of products and services sold during the year, RCA reported its manufacturing operation had more than $575.2 million in commercial sales, or 51% of the total, and more than $240.1 million or 21.3% of the total, in sales to the government; over $23.6 million in the radiotelegraph operations of RCA Communications, or 2.1% of the total, and another 0.2% from RCA Institutes. These compared to NBC's contributing share of 25.4%.

GE Adjusts Prices On Broadcast Gear

GENERAL ELECTRIC CO. technical products department, Syracuse, N. Y., yesterday (Sunday) announced a price adjustment on its complete line of radio and television broadcast equipment. No figures were revealed, but the company stated the new prices would result in an estimated 10% overall increase to equip new stations going on the air.

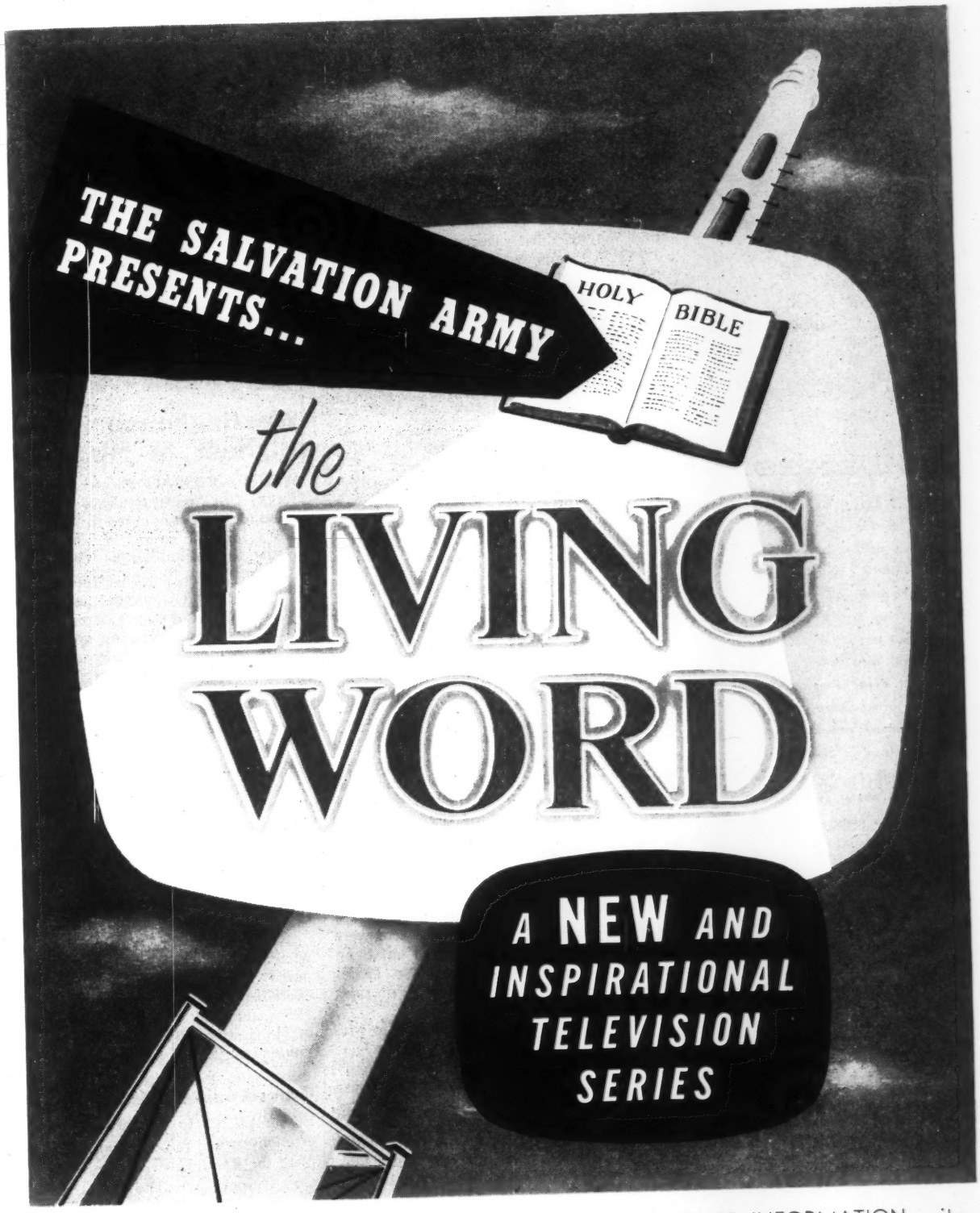
Both reductions and increases are being made, Paul L. Chamberlain, broadcast equipment marketing manager, said in his announcement. New price schedules for standard, vhf and uhf equipment are being mailed to GE sales staff and broadcasters across the country. Affected are high power transmitters and antennas, studio cameras, power supplies and other station gear.

Mr. Chamberlain said the price changes reflect improvements emphasizing reduced size and higher powered equipment with remote controls. Last year's emphasis was on automatic operation of tv and radio station equipment.

GE has held the price line up to now by increasing manufacturing efficiency in the face of rising costs of labor, supplies and raw material, Mr. Chamberlain added. But some increases now have been necessitated by semi-custom methods required for heavy broadcast equipment and the need for increased efforts in engineering research and development. This need has been brought about, he explained, by the trend toward reduced size, lower operating costs and higher power for station equipment through introduction of semi-conductor devices such as transistors and germanium products.

A PUBLIC SERVICE RELEASE

AVAILABLE–APRIL 1st



Running time, 14 minutes. Prints are 16 mm, black and white, with sound. Series is available after April 1. Production: 26 programs per year.

FOR FURTHER INFORMATION write
The Salvation Army
120 West 14th St., New York City, N. Y.
719 North State St., Chicago 10, Ill.
675 Seminole Avenue, N. E., Atlanta 6, Ga.
101 Valencia Street, San Francisco, Calif.
20 Albert Street, Toronto 1, Ont., Canada

BIG SPRING is IN!

West Texas a la carte

Come and get it! The rich heart of West Texas — served up in ONE dish. Ingredients: KDUB-TV Lubbock market, KPAR-TV Abilene-Sweetwater market and KBST-TV Big Spring market (all CBS affiliates). You get more than 250,000 sets at an economical combination rate. You cover this giant area of the Southwest with ONE time-saving, money-saving YES to the KDUB stations' network. And remember — television is the undisputed entertainment staple in this agricultural-oil industry area where per capita income ranks with the nations top.

K D U B - T V
LUBBOCK, TEXAS

K P A R - T V
ABILENE-SWEETWATER, TEXAS

K B S T - T V
BIG SPRING, TEXAS

NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY

President and Gen. Mgr., W. D. "TUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

'56 Radio Shipments Exceed Total For '55

RADIO set shipments to dealers during 1956 increased by more than 1.3 million over 1955.

In releasing annual figures last Thursday, the Radio-Electronics-Television Manufacturers Assn. reported that last year's shipments, excluding auto receivers, totaled 8,422,823 radios as compared to 7,076,722 receivers shipped in 1955. The 1956 figures include 18,069 units sent to territories.

RETMA also compared radio shipments of 1,544,987 during December of 1956 with 1,273,181 units in December of 1955. A total of 797,011 radio sets went to dealers in November of 1956.

The RETMA breakdown of radio set shipments to dealers by states during 1956 follows:

State	Total	State	Total
Alabama	97,822	Nevada	11,895
Arizona	47,096	New Hampshire	27,549
Arkansas	46,459	New Jersey	316,883
California	865,430	New Mexico	26,620
Colorado	62,638	New York	1,287,424
Connecticut	127,021	North Carolina	126,820
Delaware	16,745	North Dakota	17,636
Dist. of Columbia	79,651	Ohio	505,333
Florida	168,152	Oklahoma	77,858
Georgia	135,478	Oregon	69,681
Idaho	20,033	Pennsylvania	665,035
Illinois	633,209	Rhode Island	50,568
Indiana	151,141	South Carolina	50,601
Iowa	85,132	South Dakota	18,139
Kansas	61,383	Tennessee	114,118
Kentucky	109.631	Texas	353,247
Louisiana	119,892	Utah	32,082
Maine	42,604	Vermont	17,728
Maryland	165,070	Virginia	136,721
Massachusetts	321,305	Washington	124,800
Michigan	376,727	West Virginia	62,018
Minnesota	115,254	Wisconsin	151,764
Mississippi	52,140	Wyoming	9,965
Missouri	181,907		
Montana	23,012	Grand Total	8,422,823
Nebraska	51,337		

Sales Are Up, Profits Down, Motorola Head Tells Analysts

A NOTE of pessimism on tv set manufacturing was sounded in New York last week as Robert W. Galvin, president of Motorola, estimated his firm's net for last year should show a drop and indicated that mass volume of color set production is being held back by picture tubes currently in use.

Mr. Galvin spoke at a meeting of the New York Society of Security Analysts. He estimated Motorola's earnings last year were $7,970,000, or $4.12 a common share on sales of $227,600,000, compared to 1955's net of $8.5 million or $4.39 a share on sales of $116.7 million.

Reason for the decline, according to Mr. Galvin, is the glut of tv sets on the market, forcing down prices and cutting profit margins. He said Motorola was troubled last year by high costs met in its entry into the manufacture of transistors on a large scale.

Optimistic for the future, he predicted a $10 million rise in sales this year and a substantial increase in Motorola earnings.

3M Issues Financial Report; Sales Increase 17% in 1956

ACQUISITION of equipment and inventories from electronics division of Bing Crosby Enterprises Inc. last year, and subsequent creation of the new Mincom Div., will help Minnesota Mining & Mfg. Co. broaden its participation in instrumentation tape and color video tape recording fields. This is the prediction made by the company in its 1956 financial report being released today (Monday).

The 3M Company reported consolidated sales of $330,807,692—a 17% increase over the 1955 volume of $281,860,717. In the sales breakdown coated abrasives, adhesives and coatings accounted for 18% and electrical products 17%. (Consolidated sales have doubled the past five years, it was pointed out).

Net income after taxes and preferred dividends reached $38,437,864 or $2.30 on each of the 16,715,722 common shares outstanding at the year's end. Net income before taxes was $74,123,684.

Addition of the Crosby facilities, plus Zenith Plastics Co. (reinforced plastic components) also will enable the company "to make further contributions to the national defense," according to the report.

Westinghouse Sales Highest in History

WESTINGHOUSE Electric Corp., Pittsburgh, last week reported that net sales billed for 1956 amounted to $1,525,375,000, a 6% increase over 1955. Net sales billed in the fourth quarter of 1956 were listed at more than $500 million.

The company's annual report to stockholders took cognizance of the "outstanding performance in increasing sales and profits" of the company's broadcasting subsidiary, Westinghouse Broadcasting Co., but did not disclose figures. It stated that sales and profits were "at the highest level, substantially exceeding all the records established in 1955."

Westinghouse's radio broadcasting operation was singled out for special mention in the report, which said that sales and profits of its radio stations reached "a new high level" in 1956. It noted that this performance was achieved during a part of the year when the stations operated on a completely independent basis (referring to the dropping of NBC Radio affiliations).

Net income for Westinghouse was reported at $15,537,000 for 1956, as compared with $42,803,000 in 1955. It was explained that the reduction in profits in 1956 stemmed from factors growing out of "long strikes by two of our largest labor unions" during the first quarter of the year.

Gates Radio Equipment to Korea

EQUIPMENT to establish a complete government-owned radio network has been supplied the Republic of Korea by Gates Radio Co., Quincy, Ill. The recent shipment included four complete am radio station transmitting installations (two 5 kw and two 1 kw) and an fm broadcast and program relay system consisting of 20 transmitters, two mobile radio stations equipped for both standard and short wave broadcast, and complete studio recording and record pressing equipment for the manufacture of phonograph records.

RCA SHOWS NEW GEAR

RCA showed Washington consulting engineers its new equipment last week in an all-day briefing in Washington. Top interest by the 100 consulting engineers and technicians who attended the morning and afternoon sessions was directed to RCA's 1 and 5 million watt uhf gear; its new traveling wave antenna—now comercially useful in the high vhf bands, but soon to be available for the lower bands; and the results of tests between WRCA-TV New York and WRC-TV Washington using the RCA-developed precision offset carrier control. The audience was also given a non-technical color tv presentation by G. W. Bricker, manager, tv studio equipment sales.

The session was opened by E. C. Tracy, manager, broadcast and television equipment department. Opening remarks were made by Dr. G. H. Brown, chief engineer, commercial electronic products. James Keachie, manager, RCA Washington broadcast office, introduced the speakers.

MANUFACTURING PEOPLE

Walter E. Kingston, general manager, Sylvania's Atomic Energy Div., Bayside, L. I., to become executive vice president of Sylvania-Corning Nuclear Corp., upon its formation.

James S. Metcalfe, manager of industrial relations, Crosley Div., Avco Mfg. Corp., named to newly-created post of advertising-public relations director.

Cecil S. Stowe, sales department, ORRadio Industries, Opelika, Ala., named sales promotion manager.

Gene Edwards, transmitter supervisor-Muskogee studio engineer, Tulsa Broadcasting Co., Muskogee, Okla., to Gates Radio Co., Quincy, Ill., sales office staff.

MANUFACTURING SHORTS

RCA Semiconductor Div., Harrison, N. J., announces development of new alloy-junction transistor (RCA-2N270) for large-signal audio applications.

Emerson Radio & Phonograph Corp., Jersey City, N. J., has introduced what it claims are lowest-priced five-tube ac-dc table radio on market and world's lowest-priced clock radio, selling respectively for $14.88 and $17.88 at list. Both models are compact and small; table radio measuring 8 inches wide, 5 inches high and 4¾ inches deep, clock radio 7½ inches wide, 5½ inches high and 5¼ inches deep.

Browning Labs Inc., Winchester, Mass., offering new catalog of background music equipment which includes complete line of Browning Simplex-Multiplex receivers and tuners for various frequencies; newly-developed amplifiers for background music, and new Simplex-Multiplex broadcast monitor and relay receiver.

Proposed Changes in Coypright Discussed at NARTB Session

STAFF reports on proposed changes in U. S. copyright law and plans for the Rome Draft Convention were presented last Wednesday at the annual meeting of the copyright committee of NARTB. If adopted, the Rome Draft Convention would establish the right of performers to collect a performance fee from broadcasters who used their phonograph records.

Vincent Wasilewski, NARTB manager of government relations, said that U. S. approval of the draft treaty seemed unlikely. It was pointed out, however, that ratification by other nations is a possibility and could affect U. S. records as well as radio and television programs used in ratifying countries. Mr. Wasilewski noted that steps are being initiated toward a diplomatic conference on the matter next year.

NARTB President Harold Fellows told the Washington meeting that the committee plans an all-industry meeting to consider music licensing problems. Session will be held at the NARTB annual convention in Chicago, April 7-11.

Last week's meeting was presided over by Joseph A. McDonald, NBC New York.

Arkansas Broadcasters Assn. To Hold Meet This Weekend

ARKANSAS Broadcasters Assn. will have its annual spring meeting March 8-10 at the Hotel Marion in Little Rock, beginning with a board of directors conference Friday night and closing with a programming and sales clinic Sunday morning.

Saturday will be devoted to business sessions. The morning agenda will be taken up with meetings of the Akansas Daytimers Assn., the Mutual Affiliates of Arkansas, the Arkansas United Press Assn., and the Arkansas Associated Press Assn. The afternoon session will be concerned to business of the ABA, including election of new officers.

Melvin P. Spann, general manager of KWAK Stuttgart, ABA president, will preside over the session.

Western Conference of AWRT Held at Santa Barbara, Calif.

AMERICAN Women in Radio & Television from seven western states and Alaska held their annual regional conference Friday-Sunday at the Santa Barbara Miramir Hotel.

California State President Liz Blair, KMBY Monterey, presided and Santa Barbara Chapter President Clair Behan of KIST was hostess. Friday and Sunday were devoted to social affairs, Saturday morning was an organization business meeting and Saturday afternoon a series of panel discussions in management, advertising and programming. Betty Groebli of KIST presided over the panels; Bill Goodwin, air personality, was moderator.

Management panelists included Margee Phillips, KBIG Catalina; Fran Harris, Harris-Tuchman Productions, Hollywood; Sue Clark, Ralph Edwards Productions; Georgiana Hardy, "Cavalcade of Books." Ad-

THE HORN BLOWS AT MID-DAY

Jess Cain is the man with the horn. He is also a man with a large following of mothers and housewives to his daily Mother's Movies. Seen noon to 1:30 p.m., Monday through Friday, this Pied Piper presides over feature films from the RKO library.

The nice thing about Jess, in addition to his popularity with the ladies, is his ability to sell all sponsor's products.

Not only does Jess woo the ladies in the daytime, he wows the teen-age audience on the Saturday dance program "Club 46". To round out his versatile talents he has set a new sales record for a local Westinghouse dealer with the nighttime parlor game, "Let's Play Charades."

Versatile, appealing and delivering a large audience, Jess Cain, on "Mother's Movies", is your man for cola or steam irons, typewriters or shoes, furniture or cereal. For all details on this outstanding availability, call your Petry representative today.

Bernie Barth, Gen. Mgr.
Tom Hamilton, Sales Mgr.

NBC

WNDU·TV
CHANNEL 46

in
LAKE CHARLES
the
OK Negro Radio Buy
is
KAOK

TUCSON
KTKT
SHARE OF AUDIENCE
NOVEMBER, 1956
PULSE REPORT
KTKT 24.0
Station #2 . . . . . 18.0
Station #3 . . . . . 17.3
Station #4 . . . . . 16.0
Station #5 . . . . . 14.3
HOOPER REPORT
KTKT 29.8
Station #2 . . . . . 19.6
Station #3 . . . . . 15.0
Station #4 . . . . . 14.3
Station #5 . . . . . 12.0
ASK FORJOE
10,000 WATTS
TUCSON'S MOST POPULAR RADIO STATION
ARIZONA'S MOST POWERFUL RADIO STATION

THE METROPOLITAN VOICE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

vertising was discussed by Helen Murray Hall, NBC Western Div.; Dorothy Winter, BBDO, Los Angeles, president, Radio & Tv Women in Southern California; Helen Ryan, Ryan-Norris Public Relations Agency, Los Angeles; Frances Scully, J. Walter Thompson Co., Los Angeles. Broadcast program speakers included Shirley Thomas, commentator, KTTV (TV) Los Angeles; Albert McCleery, executive producer, *NBC Matinee Theatre;* Ruth Ashton, CBS News; Jack Rayel, Four-Star Films vice president; Tom Duggan, personality of KCOP (TV) Los Angeles.

Mary Ann Casey of KEYT (TV) Santa Barbara presided at the Saturday luncheon. Karel Pearson, NBC Radio vice president, was the dinner speaker.

29 Additional Stations Join Radio Advertising Bureau

A TOTAL of 29 radio stations joined Radio Advertising Bureau in the first six weeks of 1957, it was announced last week by Arch L. Madsen, RAB director of station services.

New RAB members are KBOE Oskaloosa, Iowa; KDUB Lubbock, Tex.; KLIF Dallas; KLOV Loveland, Colo.; KRAK Stockton, Calif.; KSD St. Louis; KSIS Sedalia, Mo.; KTHT and KTRH, both Houston; KTSA San Antonio; KUSN St. Joseph, Mo.; WBLT Bedford, Va.; WCAO Baltimore; WCNX Middletown, Conn. and WCOP Boston.

WDBQ Dubuque, Iowa; WDUN Gainsville, Ga.; WERE Cleveland; WJJD Chicago; WKNB New Britain, Conn.; WLMJ Jackson, Ohio; WLNA Peekskill, N. Y.; WMPS Memphis; WORX Madison, Ind.; WROK Rockford, Ill.; WROM Rome, Ga.; WSJM St. Joseph, Mich.; WSUN St. Petersburg, Fla.; WWIN Baltimore.

SDX Announces Appointees For 11 National Committees

APPOINTMENT of 11 national committees to carry forward Sigma Delta Chi major activities this year has been announced by Sol Taishoff, B•T editor-publisher and president of the national professional journalistic fraternity.

The 11 committees and their chairman are:

Advancement of Freedom of Information: V. M. Newton Jr., managing editor of *Tampa Morning Tribune*. Fellows Nominating Committee (to propose members to be honored for achievements in journalism): Mason Rossiter Smith, editor and publisher, *Gouverneur* (N. Y.) *Tribune Press*. 50th Anniversary Committee (to survey possible activities for the Golden Jubilee Anniversary in 1959): Prof. Charles C. Clayton, Dept. of Journalism, Southern Illinois University. Historic Sites Ceremony (to make arrangements for marking 1957 Historic Site in Journalism, honoring the late H. L. Mencken): Marquis W. Childs, syndicated columnist. Honor Awards Committee (makes annual selection of Sigma Delta Chi member who has performed greatest service to the national fraternity in recent years): Prof. Clayton. International Expansion Committee: Edward Barrett, Dean of the School of Journalism, Columbia University. Study of Membership Eligibility: Walter Humphrey, *Fort Worth Press*. Professional Chapter Program (to provide speakers for individual chapters and carryout and assist with national organization's programs): A. Pat Daniels, public relations director, Alvin (Tex.) State Bank. Public Relations Committee: James R. Brooks, public relations manager, Eko Products Co., Chicago. Undergraduate Chapter Program (to help undergraduate chapters establish revenue producing services and assist and carry out the national organization's programs): Frank J. Price, director of the School of Journalism, Louisiana State University. Ways and Means Committee: Bernard Kilgore, president of the *Wall Street Journal*.

New Group Seeks to Attract New Television Writing Talent

MEANS to attract new writing talent to television were discussed at a meeting of over 30 writers, producers, agents and network and advertising agency story editors last Wednesday night in New York. Sponsored by the Academy of Television Arts & Sciences, the group, led by Mort Abrahams, executive producer of NBC-TV's *Producers' Showcase*, discussed the problems facing the writer and the tv industry today: how to get more "freedom of expression," *viz.* controversial topics, into the medium.

At the close of the discussion period, a special committee was elected to explore the ways of persuading magazine writers, newspaper editors, novelists—as well as "young blood" to take up tv writing. Elected were:

Mr. Abrahams, Ted Apstein, story editor, NBC-TV's *Alcoa Hour* and *Goodyear Playhouse;* Evelyn Burkey, executive secretary, Writers Guild of America (East); playwright Paddy Chayefsky; Leo Davis, assoc. producer, *Producers' Showcase;* Ethel Frank, chief story editor, NBC-TV's *Matinee;* agent Frances Head; producer Worthington (Tony) Miner; Alden Schwimmer, agent with Ashley-Steiner Assoc.; writers Mildred Vermont, Joseph Schrank, and Helen Walpole. Elected in *absentia* were writers Reginald Rose and Rod Serling, Lawrence Langner, administrator of the Theatre Guild; Marlo Lewis, co-producer of CBS-TV's *Ed Sullivan Show;* and Nat Hiken, creator-producer of CBS-TV's *The Phil Silvers Show*. Designated alternate members were writer David Davidson, agent Blanche Gaines and ABC staff director Matt Harlibb.

Fla. UP Broadcasters to Meet

MEMBERS of the Florida United Press Broadcasters-Telecasters Assn., organized last December in Orlando, Fla., will meet March 30 at the Langford Hotel in Winter Park, Fla. Association Secretary Charles E. Noland said legislative coverage will be among the topics discussed with the station managers and newsmen.

PROFESSIONAL SERVICES

DeWitt Landis New Addition To Hamilton Brokerage Firm

DEWITT Landis, partner in KVBC Farmington, N. M., and former coowner of KQUE Albuquerque and KRSN Los Alamos, both N. M., has joined the newly-established broadcast brokerage firm of Hamilton, Stubblefield, Twining & Assoc. [B•T, Feb. 18].

MR. LANDIS

Mr. Landis' appointment was effective March 1; he will handle Texas, Oklahoma, Louisiana, Arkansas and New Mexico for the new Washington, D. C., brokerage firm from headquarters in Dallas. Before buying into KQUE Albuquerque a couple of years ago, Mr. Landis owned and operated KICA Clovis, N. M. Prior to that time he worked for KGNC Amarillo and KFYO Lubbock, both Texas.

Radio-Tv Lawyer Spearman, 55, Dies in St. Petersburg, Fla.

JOHN C. SPEARMAN, 55, a Washington radio and tv attorney for 20 years, died last Monday in St. Petersburg, Fla., of coronary thrombosis. Mr. Spearman had been under treatment for a heart condition for the last few years. Last year he retired from active law practice with the firm of Spearman & Roberson.

Mr. Spearman was born in Tremont, Miss. After receiving his law degree from National U., Washington, in 1937, he joined the firm headed by his older brother, Paul D. P. Spearman. The elder Mr. Spearman retired from active practice some years ago following a stroke. Surviving are Mr. Spearman's widow, Mrs. Barbara Spearman; his mother; two brothers, the elder Mr. Spearman and Owen Spearman, and three sisters. Burial was in Tremont.

Public Relations Firms Merge

THE Ettinger Co., 30-year-old Hollywood publicity-public relations firm, on March 1 merged with Communications Counselors Inc., separately incorporated public relations office of McCann-Erickson, founded in 1955 with offices in New York, Chicago, Detroit, Los Angeles, Oklahoma City, Washington, Brussels and London. Margaret Ettinger has become vice president of Communications Counselors, continuing her headquarters at 8720 Sunset Blvd. Ettinger New York staff remains at 509 Madison Ave., pending consolidation with Communications Counselors headquarters at 535 Fifth Ave.

PROFESSIONAL SERVICE PEOPLE

James Sarno, account executive with Rogers & Cowan, public relations company, Beverly Hills, Calif., named vice president in charge of west coast activities for Arthur P. Jacobs, effective March 11.

Media Buyer Sold on Audit Bureau of Circulations

OLIVER L. EINSTEIN
Print Media Director
Emil Mogul Company, Inc.

"I was pleased to learn that Broadcasting • Telecasting is now audited by A.B.C.

Most of the time buyers with whom I've worked are regular readers of B•T and think highly of it.

As a buyer of space, however, I'd rather not have to rely on personal impressions and experience. I prefer to base my evaluations of circulation upon independently audited figures such as A.B.C. provides".

B•T is the only paper in the vertical radio-tv field with A.B.C. membership . . . your further guarantee of integrity in reporting circulation facts. B•T, with the largest *paid* circulation in its field, is basic for subscribers and advertisers alike.

BROADCASTING TELECASTING
THE BUSINESSWEEKLY OF RADIO AND TELEVISION

Arrangements have been made through the undersigned for the placement of this Note privately for investment. It has not been and is not being offered for sale to the public. This announcement appears as a matter of record only.

$2,000,000

Stauffer Publications, Incorporated

5½% Note due February 1, 1967

Kidder, Peabody & Co.
Incorporated

February 20, 1957.

in
BATON ROUGE
the
OK Negro Radio Buy
is
WXOK

IS THE WATER SOFT
IN SAN ANTONIO? *

ASK THE COLONEL!

*Superfluous sounding to some, but a very important question to the advertisers of soaps, shampoos, detergents, water conditioners and many other products.

PETERS, GRIFFIN, WOODWARD, INC.
TELEVISION SALES
250 Park Ave., New York, N.Y.

IF THERE'S A PROVIDENCE (R. I.), WJAR-TV WILL SURELY FORGIVE US

. . . for making such an inexcusable error in attributing the fine feature film ratings scored by WJAR-TV, Providence, to another station, in a recent ad.

Our face is a deep crimson, we're covered with shame and remorse, our conscience is in a turmoil, and we can only say that to err is human (us), and to forgive di ine (WJAR-TV, we hope).

Darn the pressure of work anyway. Darn our sleepy-minded checkers. Darn it—did it have to be WJAR-TV, one of our best and most cherished customers?

contritely . . .
National Telefilm Associates, Inc.

FOOTNOTE: The Providence rating that should have been attributed to WJAR-TV—34.5, with 68.3 Share—was correct, by the way. A very snazzy tally, even for NTA's fabulous feature films.

NETWORKS

GROUP OF EXECUTIVES PROMOTED IN CBS-TV REORGANIZATION MOVE

REORGANIZATION of the executive structure of CBS-TV, including the creation of two new administrative departments, was announced last week by President Merle S. Jones.

Highlights:

• William H. Hylan, vice president in charge of network sales, becomes vice president of sales administration, a new department in which he will direct all phases of CBS-TV network sales and services.

MR. LODGE MR. HYLAN

• William B. Lodge, vice president in charge of general engineering, becomes vice president of station relations and engineering, also new, with top station relations responsibility added to that which he already held in engineering.

• Thomas Dawson, sales manager for CBS-TV, becomes vice president of network sales, succeeding to the post which had been held by Mr. Hylan. He will report to Mr. Hylan.

• Edward P. Shurick, national director of station relations, becomes vice president and director of station relations.

MR. SHURICK MR. DAWSON

In addition to these changes by Mr. Jones —the first since he took over the presidency Jan. 1 upon the retirement of J. L. Van Volkenburg—Mr. Hylan announced that Jay Eliasberg had been named director of research for CBS-TV. Mr. Eliasberg has held the post in an acting capacity for several months.

Hubbell Robinson Jr., executive vice president in charge of network programs, will continue in that post as the officer responsible for the broad area of network programming.

Herbert V. Akerberg, who has been vice president in charge of station relations and who now becomes vice president of station relations, and Mr. Shurick, new vice president and director of station relations, will report to Mr. Lodge.

Mr. Akerberg entered CBS in 1929 via Bell Telephone Labs, which assigned him to install the equipment of WABC New York when it became the network's key outlet. He never returned to Bell, joining the network when the installation was completed and soon becoming general assistant to then President William S. Paley. By 1935 Mr. Akerberg was operating as station relations manager. He was promoted to a vice presidency in 1936. His early affiliation and purchase achievements included WJR Detroit, WWL New Orleans, WEEI Boston, KNX Los Angeles, KSFO San Francisco and WWL New Orleans.

The realignment stems in part from the fact that since Mr. Jones was elevated to the presidency there has been no one specifically assigned to handle his former responsibilities as executive vice president in charge of all areas except programming. Messrs. Hylan and Lodge now take over some of these responsibilities in their new posts.

Mr. Hylan, with CBS since 1937, was an account executive in CBS Radio Sales until he entered the Army in 1941. Returning in 1945, he was assistant to the director of station administration for three years, then moved over to CBS Television Sales, where he became assistant sales manager in 1951. He was named eastern sales manager in January 1952 and later in the year was advanced to vice president in charge of network sales.

Mr. Lodge joined CBS in 1931 as an engineer, and was engineer-in-charge of the Radio Frequency Div. of the CBS Engineering Dept. from 1936 to 1942. From 1942 to 1944 he was associate director of the airborne instruments laboratory operated by Columbia U. for the U. S. Office of Scientific Research and Development. He was named director of general engineering for CBS in 1944, and vice president in charge of general engineering in 1948.

Mr. Dawson's association with CBS dates to 1938, when he became a salesman for WCCO Minneapolis. He transferred to CBS Radio Spot Sales in Chicago in 1940, returning to WCCO the following year as sales manager. After Navy service in 1942-45 he returned to his WCCO post, then switched to CBS Radio Spot Sales in New York in 1948 as an account executive and later eastern sales manager. In 1950 he left CBS to become television director of Edward Petry & Co., station representatives, but returned in 1951 as general sales manager of CBS Television Spot Sales. He became sales manager for CBS-TV in December 1952.

Mr. Shurick, in broadcasting for 22 years, has been with CBS since 1950, when he joined the CBS Radio market research

It was 1·2·3 IDECO towers . . .

. . . providing 15 years of dependable tower service for WISH-TV
INDIANAPOLIS, INDIANA

GROWTH OF A STATION

JOB DATA:
Station WISH began operation in 1941 with two 470-ft. Ideco radio towers. Ideco converted one of these towers for a TV antenna in 1954. In May 1955, Ideco completed the new 1,000-ft. tower from which WISH-TV now operates.

With station after station it has been the same story of SATISFACTION in Ideco. Satisfaction with the service during planning, erection and inspection of every Ideco tower. Satisfaction with perfect tower performance resulting from Ideco's sound engineering and exacting fabrication. Satisfaction from the long service life and low maintenance cost recorded by Ideco towers.

That's a reputation of dependability you can trust! So, for your next tower, call on Ideco . . . your complete satisfaction is assured. Write Ideco, or contact your nearest RCA Broadcast Equipment representative.

● DRESSER-IDECO COMPANY
One of the DRESSER INDUSTRIES
COLUMBUS 8, OHIO
Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

®IDECO

Visit Ideco Tower headquarters at the Conrad Hilton — NARTB April 7-12

Tall or short . . . for TV, Microwave, AM, FM . . . IDECO Tower "Know-How" keeps you on the air

Among Us Towers

FIRST—AGAIN!

WILK IS THE BEST RADIO BUY IN THE WILKES-BARRE METROPOLITAN AREA

It leads in every classification but one.

	6:00 AM-12 Noon	12 Noon-6:00 PM	6:00 PM-12 Midnight
WILK	**29%**	**21%**	**21%**
Sta. B	17%	20%	28%
C	13%	12%	12%
D	9%	16%	12%
E	8%	9%	X
F	8%	8%	10%
Misc.	16%	14%	17%

Pulse:
Wilkes-Barre Metropolitan Area
November 1956
Monday through Friday

PULSE PROVES!
Call Avery-Knodel, Inc.
WILK
Wilkes-Barre Pa.

counsel. He became an account executive in television sales in 1951, manager of CBS-TV network sales development in 1952, and national director of station relations in 1954. Before joining CBS he was radio director of Addison Lewis Adv., Minneapolis; sales manager of the Intermountain Network; advertising manager of KMBC Kansas City, and promotion-research director and account executive for the station representation firm of Free & Peters (now Peters, Griffin, Woodward).

DURGIN LEAVES ABC FOR NBC-TV POST

- **To be sales plans director**
- **Slated for vice presidency**

DON DURGIN, vice president in charge of the ABC Radio Network, resigned in a surprise move last week to join NBC as director of sales planning for the television network.

He was slated for election to an NBC vice presidency at the network's board meeting last Friday.

MR. DURGIN

In his new post, which he assumes March 11, Mr. Durgin will report to Walter D. Scott, vice president and national sales manager for NBC-TV. His appointment was announced by William R. Goodheart Jr., vice president for tv network sales.

No decision had been reached as to his successor at ABC late last week.

Mr. Durgin is the seventh member of the vice presidential echelon to leave ABC since Robert E. Kintner resigned as president last October. Three of the seven have moved to NBC, where Mr. Kintner now is installed as executive vice president for television network programs and sales. In addition to Mr. Durgin, these are Robert Lewine and James A. Stabile.

Coincidentally last week the appointment of Mr. Stabile, former vice president and general counsel of ABC, as manager of talent negotiations for NBC [B•T, Jan. 7] was officially announced by James E. Denning, NBC vice president for talent and contract administration.

Mr. Durgin started with ABC in 1951 as a tv sales presentation writer. After serving successively as manager of owned television station sales development, manager of network television sales development, and director of network tv sales development, he was named director of sales development and research for both ABC Radio and ABC-TV in September 1954. He held this post until his election as vice president in charge of the radio network in November 1955.

Immediately before joining ABC, Mr. Durgin was with NBC as assistant to the manager of advertising and promotion for NBC Spot Sales from 1949 to 1951.

ABC-TV Setting Up Daylight Savings Plan

ABC-TV's plans for combatting the annual daylight saving time problem this summer were announced last week by Slocum Chapin, vice president in charge of sales.

Like those of NBC-TV [B•T, Feb. 18], and those of CBS-TV, still in preparation, ABC-TV plans to give a significant role to the new Ampex Video Tape Recorder in the effort to maintain all possible stability in the network program schedules of affiliates during the months when some areas are on daylight time and others on standard.

While NBC-TV's Ampex recorders will operate from the west coast, ABC-TV is installing its three units in Chicago. Last summer ABC-TV employed film recorders in Chicago in dealing with the DST problem.

The DST schedule on ABC-TV will be:

Eastern standard time stations will carry the network schedule one hour earlier, at its "live" eastern daylight time presentation.

Most Central standard time stations will receive programs at their regular local time, via the delayed feed.

Central daylight time stations will get the programs at their "live" time (Eastern daylight).

Mountain standard time stations will carry most programming at regular local times.

Pacific daylight time stations also will carry most programming at their usual local times.

Pacific standard time stations, like the EST stations, will carry the programs one hour earlier, in terms of local time, than they now do.

Exceptions to this plan are special events, including the *Wednesday Night Fights*, which will be carried live, and *Mickey Mouse Club*, which is broadcast throughout the country at 5-6 p.m. local time.

Books showing the effect of the DST operation on each program in each time zone have been prepared by Donald S. Shaw Jr., director of tv station clearance, and are being distributed to all ABC-TV affiliates and to advertisers and their agencies. DST starts the last Sunday in April and is expected to run to the last Sunday in October.

CBS-TV to Replace Rogers Jr. With Music and News in Morning

IN A reorganization of its early morning schedule to become effective April 8, CBS-TV announced last week it will present a musical program, *Country Style* (Mon.-Fri., 7-7:45 a.m. EST) and a daily newscast featuring Richard C. Hottelet from 7:45-8 a.m., replacing *Good Morning With Will Rogers Jr.*, which is being dropped. In addition, *Captain Kangeroo*, which has been presented weekdays from 8-9 a.m. EST, will be carried from 8-8:45 a.m., and Mr. Hottelet, former CBS Bonn (Germany) correspondent, will be scheduled again from 8:45-9 a.m. Network sources last week admitted difficulties in selling the Rogers show despite improved ratings in recent weeks.

NBC-TV Co-op's Garner More Than $1 Million

NBC-TV announced last week that affiliated stations selling network programs on a co-operative basis grossed more than $1 million for these sales during 1956. This was said to mark the second straight year that co-op program sales exceeded the million dollar mark.

Analysis of 1956 figures, the network said, shows that 133 NBC-TV stations (78% of the interconnected tv network at the time) sold a total of 12,797 participations in NBC-TV co-op programs. This was said to be almost double the 6,999 participations in 1955. An NBC-TV spokesman explained to B•T that the gross sales in 1956 were not substantially larger than in 1955 despite the increase in number of participations because in 1955 "a large chunk of revenue" came from co-op sale of the National Collegiate Athletic Assn. football games.

NBC-TV termed *Meet the Press* the "largest single co-op revenue producer" last year, with 48 stations selling a total of 1,270 of the programs. Among the programs available to many stations for participating sales, *NBC Matinee Theatre* accounted for the majority of the orders, the network reported.

White Sox Regional Network To Be Based at WCFL Chicago

ARRANGEMENTS have been completed for sponsorship of Chicago White Sox baseball broadcasts on WCFL that city and a 58-station regional network in nine states, it was reported last week.

Biggest buy was that of General Finance Co., through Gordon Best Co., for half-game sponsorship, alternate days, of games on the complete network, starting April 16.

Other advertisers buying half-game coverage every other day are Oklahoma Oil Co. (which has one half of Chicago Cubs contests on WGN-TV that city), through Maryland Adv. Agency; General Cigar Co., through Young & Rubicam Inc., and Anheuser-Busch (Busch Bavarian beer), through D'Arcy Adv. Co., St. Louis. Pre- and post-game programs were purchased by Webcor Inc. and Dormeyer, through John W. Shaw Adv. and participations by Montgomery Motors, through Robert Platt Adv., and Encore Foods, Wright-Campbell-Suitt.

NAUTICAL AND NICE

FORMER CBS-TV President Jack L. Van Volkenburg was the proud possessor last week of a cabin cruiser, a gift from the CBS-TV Affiliates Advisory Board. Affiliates reportedly contributed to the craft's purchase at about $15,000 cost. Mr. Van Volkenburg, who is in semi-retirement in Florida, traveled to New York Feb. 21 for the presentation from the board's executive committee. C. Howard Lane KOIN-TV Portland, Ore., presented the gift. Mr. Van Volkenburg is continuing as a member of the CBS board.

Compliments of our Friends

Our friends are paunchy-pursed listeners with $2,739,749,000.00 to spend. They and Pulse place us first in any Monday-thru-Friday quarter-hour, day or night. Ask John Blair.

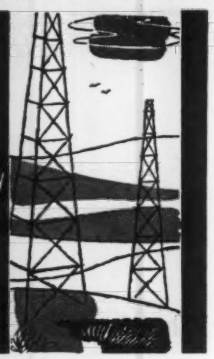
WBNS RADIO
COLUMBUS, OHIO

SYMBOL OF TELEVISION SERVICE IN BALTIMORE
MARYLAND

316,000 WATTS
Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.
New York, Chicago, San Francisco

WAAM-13

in
HOUSTON
the
OK Negro Radio Buy
is
KYOK



1ST PLACE IN
AUDIENCE
Day and Night

1ST CHOICE WITH
ADVERTISERS
Local and National

UNEXCELLED
SHOWMANSHIP & PROMOTION

Mobile News Unit . . .
Local News Staff . . .
Fulltime Merchandising
Service

GO BIG TIME THE FIRST TIME
with

WLAG
LaGrange, Georgia

NATIONAL REPS:
Indie Sales, Inc.
Dora-Clayton Agency

20th Anniversary

MARK OF SHOWMANSHIP

A & F FILM CORP.
1434 St. Catherine St. W.
MONTREAL

NBC RADIO PLANS DAY INCREASES

NBC Radio is planning to raise its daytime rates in a move to lessen differential between those prices and nighttime rates and to match similar action by CBS Radio the past fortnight [B•T, Feb. 25].

While details have not been worked out as yet, according to Matthew J. Culligan, NBC vice president in charge of the radio network, the plan is expected to be ready perhaps "within 30 days", with the weekend *Monitor* as the first item of attention.

NBC's actual increase was not ascertained. CBS Radio already has announced it will boost daytime rates 5% and pare nighttime prices by 33%. ABC Radio is increasing its morning rates effective April 1. [B•T, Dec. 31, 1956]. Whether NBC would cut its nighttime rates—and if so, how much—was conjectural last week.

While commending CBS Radio's action in Chicago, Mr. Culligan said he felt that network's move—and NBC Radio's forthcoming plan—represent a more realistic appraisal of network radio after being "underpriced" as a national advertising for years. He indicated that NBC Radio's nighttime rates may "remain the same" because they are "already high," but asserted details of the new rate plan are indefinite. NBC Radio now maintains the largest differential between day and night rates. He felt the new rate plan may be directed at repricing NBC Radio's *Monitor,* initially, thus concentrating on the network's weekend programming service but eventually encompassing weekday programs as well. Prices will be raised when "justified," he said. Mr. Culligan reported that *Monitor* which has been expanded to include Friday evening, is now about 40% sold out.

Mr. Culligan delivered a status report on network radio—particularly NBC Radio—at a luncheon meeting of the Broadcast Adv. Club of Chicago last Monday. He predicted network radio will continue as "a supermarket way to shop" for advertisers and agencies, that "at least two radio networks will gather strength in advertising volume" and that new audience research in 1957 will reflect radio's "true audience levels" for the first time.

Elaborating on audience research Mr. Culligan said at a news conference that NBC will engage a research firm to prepare a "pilot study" in about three months with a *Monitor* approach on home, automobile radio and out-of-home portable listening habits. It's planned eventually to conduct such a survey on a monthly basis, taking into account portable, transistor and other set listening at the beach, in automobiles and elsewhere. He declined to identify the research organization involved.

Mr. Culligan reported NBC Radio had more "firm business" on the books as of February 1 than ever before and predicted the network would probably double its net billings in 1957. NBC Radio is getting its share of automotive and other dollars among national advertisers.

Noting that some nine years ago nighttime radio lost about 69% and daytime radio about 27% of their audiences to tv, Mr. Culligan told the BAC that the decline in radio audiences was arrested about 18 months ago; audience levels stabilized for six months, followed by a gradual, small increase.

"Network rates, however, declined faster for a longer period than audience levels, resulting in the phenomenon of an underpriced national advertising medium," he declared. He cited recent heavy network radio purchases by Colgate-Palmolive ($4 million), Brown & Williamson and Bristol-Myers ($2.1 million each) and others.

Network radio's extraordinary turnabout stems, Mr. Culligan asserted, from stability of audience, research, merchandisability, economics of television, new equipment, the need for networks and the "imagery transfer" concept.

Mr. Culligan paid tribute to CBS and ABC for standing firm against the "television onslaught" and waiting out "the passing of the storm."

Other research is underway, Mr. Culligan observed, looking toward the conclusion that network radio as a supplementary medium is "definitely superior" to tv, print or newspapers.

Citing such factors as "loss of the continuity" for tv advertisers and the claim that television is "now exclusively committed to mass entertainment," Mr. Culligan claimed network radio will enjoy a "more substantial field of service in news, commentary and cultural programs because none of the tv networks will continue to maintain news shows in Class "A" time.

Referring to NBC Radio's new "Hot Line" news service, Mr. Culligan felt new equipment will install such type fare as the newspaper's "extra" edition.

"Transistor radios, now pocket size, and other even smaller radio receivers will make radio as personal as a fountain pen or package of cigarettes. Equipment is being readily adapted to merchandising techniques for window, in-store and departmental displays," he said.

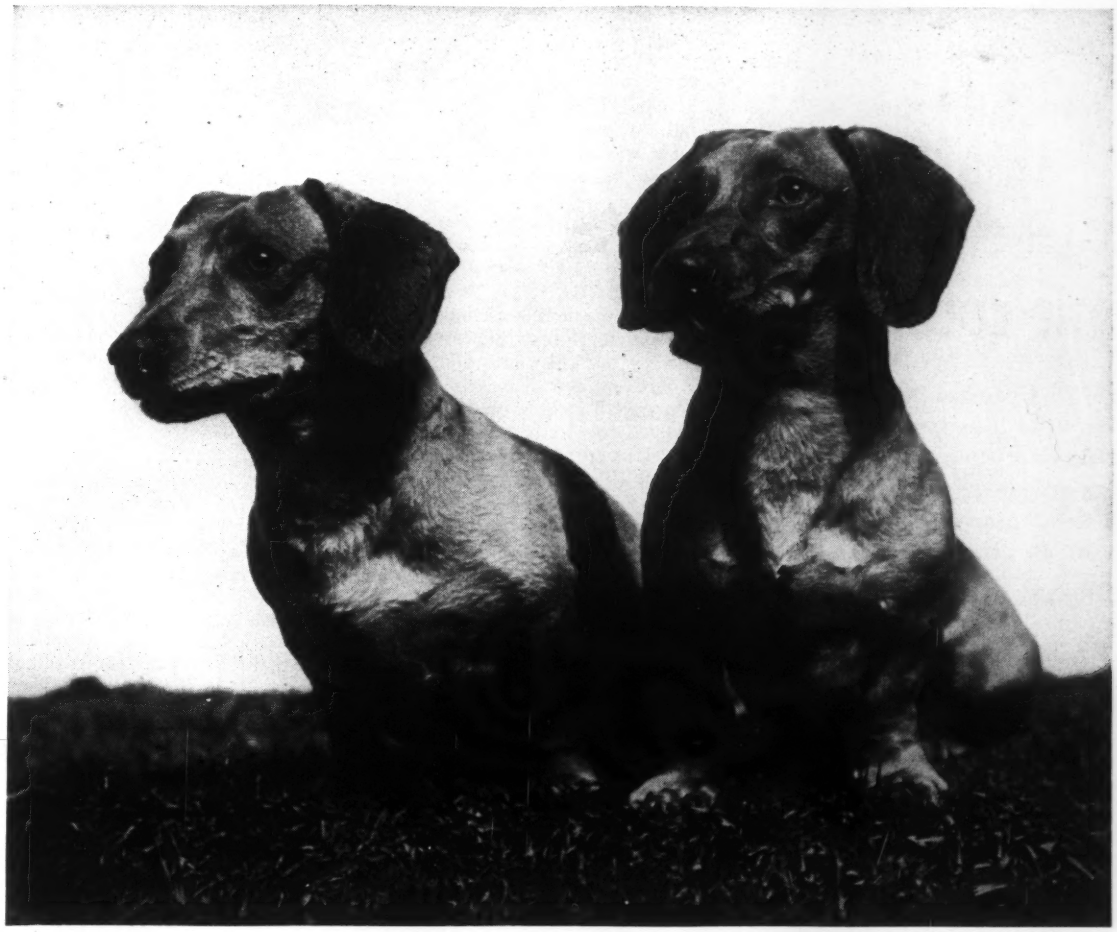
Pat Weaver to Break Silence

IN HIS first public appearance since his resignation as NBC board chairman last year, Sylvester L. (Pat) Weaver Jr. will address the Seattle Advertising Club at a banquet April 10. The next day he will appear at a Seattle meeting of the Washington State Assn. of Broadcasters.

Mr. Weaver's Seattle appearances were reportedly arranged at the persuasion of Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee.

CBS-TV Appoints Attorneys

COMPLETION of a reorganization of CBS-TV's legal department and appointments of attorneys were announced Friday by Thomas K. Fisher, CBS-TV vice president and general attorney. Named assistant general attorneys were Leon R. Brooks, Richard A. Forsling, Richard W. Jencks and Charles C. Woodard. Senior attorneys are E. Thayer Drake and Robert V. Evans.



He sure knows his business, doesn't he?

And he should, for it's the job of an expert—your local agent—to determine the insurance protection you should have. His knowledge of insurance, his experience and his personal interest enable him to give you sound advice.

It is the business of a Capital Stock Company agent or broker to see that you get the proper insurance coverage and to help you if you have a claim under your policy. He is one of 200,000 *independent* local agents and brokers in business for themselves, to serve you.

Your local agent is nearby. He's handy when you need him fast. You can talk to him any time. He will see that you have the right kind of insurance and the right amount, whether it's fire or any other insurance. So, for quality insurance service, see your independent local Capital Stock Company agent.

CAPITAL STOCK COMPANY INSURANCE
Standard protection

For quality, look for this symbol. Only an independent Capital Stock Company agent or broker may display it.

NATIONAL BOARD OF FIRE UNDERWRITERS

A Service Organization Maintained by 220 Capital Stock Fire Insurance Companies

85 John St., New York 38, N. Y. • 222 W. Adams St., Chicago 6, Ill. • 465 California St., San Francisco 4, Calif.

WHEN DOES THE EAGLE FLY IN DETROIT?

ASK THE COLONEL!

The PGW Colonel knows the principal paydays, the shopping days, and how many people work at what jobs in the motor city . . . as well as in 26 other markets he sells.

PETERS, GRIFFIN, WOODWARD, INC.
TELEVISION SALES
250 Park Ave., New York, N.Y.

BMI

"The American Story"

"The American Story" is another important BMI Program Series which joins such features as Meet the Artist series, the Book Parade, Milestones and the other continuities used by hundreds of broadcasters regularly.

The staff of BMI can think of no more satisfying work, in the midst of a troubled world, than to play a part in the restatement, in words and music, of the fascinating story of our country's origin and growth.

Now in book form
"THE AMERICAN STORY"
Published by
CHANNEL PRESS

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

NBC-TV Victory Over CBS-TV Claimed for Day Adult Audience

NBC-TV a fortnight ago said it had overtaken CBS-TV in average daytime ratings. On the heels of earlier claims that it had surpassed CBS-TV in afternoon average audiences [B•T, Feb. 11], NBC-TV cited the second January Nielsen ratings as evidence that it was now ahead on a full daytime basis, so far as adult shows are concerned.

"NBC's daytime adult entertainment programs now lead their CBS counterparts by 9% in average rating," a research department study said. This is the first time this has occurred since CBS started programming a complete daytime schedule." The study ventured that the "CBS tuning habit" has been broken and that "consequently, future competitive gains should come much easier than was true in the past."

In the 11 a.m. to 1 p.m. period, the study asserted, NBC-TV now trails CBS-TV by 11% in average ratings as compared to 28% in the first January Nielsen and 55% a year ago. In afternoon programming (2:30-5:30 p.m.), NBC-TV's 5% lead over its competition in average audience in the first January Nielsen was shown to have increased to 12% in the second January measurement.

Brown Switching to ABC Radio

CECIL BROWN, Mutual commentator and newscaster, has signed to broadcast exclusively over ABC Radio, starting April 1, 8-8:15 a.m. EST daily, according to ABC. Mr. Brown also will relinquish his nightly newscast over WABC-TV New York.

Keystone Adds Eight Affiliates

KEYSTONE Broadcasting System last Tuesday reported the addition of eight stations in six states bringing its total number of affiliates to 924. The new subscribers: WDSP De Funiak Springs and WMAF Madison, both Fla.; WDQN Du Quoin, Ill.; KLOH Pipetone, Minn.; KLAD Klamath Falls, Ore.; KLLL Lubbock, Texas; WYSR Franklin and WDDY Gloucester, Va.

KSIX Becomes CBS Affiliate

AFFILIATION of KSIX Corpus Christi, Tex., with CBS Radio was announced last week by William A. Schudt Jr., CBS Radio vice president in charge of station relations. KSIX joins the network as a secondary affiliate and becomes a primary affiliate on Oct. 2, 1957. Station is owned and operated by the Corpus Christi Bcstg. Co. Vann M. Kennedy is president and general manager.

WGKV Becomes ABC Affiliate

WGKV Charleston, W. Va., became an affiliate of ABC Radio network on Feb. 19, it was announced jointly by Jacob A. Evans, general manager of WGKV, and Edward J. DeGray, vice president in charge of station relations for ABC Radio. WGKV is owned by Evans Bcstg. Co. It operates on 1490 kc with 250 w full time.

NETWORK PEOPLE

Tex Schramm, general manager of L. A. Rams (National Football League), to CBS Sports as assistant to sports director.

CONTRACTING for NBC-TV affiliation with NBC station relations representives are officials of WSOC-TV (ch. 9) Charlotte, N. C., a 316 kw station under construction and scheduled to begin operation May 1. Its sister radio station, WSOC, has been affiliated with NBC Radio network for 23 years. At the signing (l to r): seated, Larry Walker, executive vice president of WSOC-TV, and Harry Bannister, station relations vice president for NBC; and standing, Paul Hancock, station relations representative for NBC, and George Henderson, national sales manager of the Charlotte tv station.

Isaac Kleinerman, NBC-TV New York, to CBS, same city, as associate producer in public affairs.

Charles Pratt, Edward Petry & Co., to NBC Central Div. tv network sales staff in Chicago as account executive.

Peter Kalischer, formerly Tokyo bureau manager and Far East correspondent for *Collier's,* to CBS News correspondents staff.

Sherman Adler, Calif. National Productions Inc., NBC subsidiary [B•T, Jan. 21], named account executive for sales development in N. Y. office of CBS-TV Spot Sales.

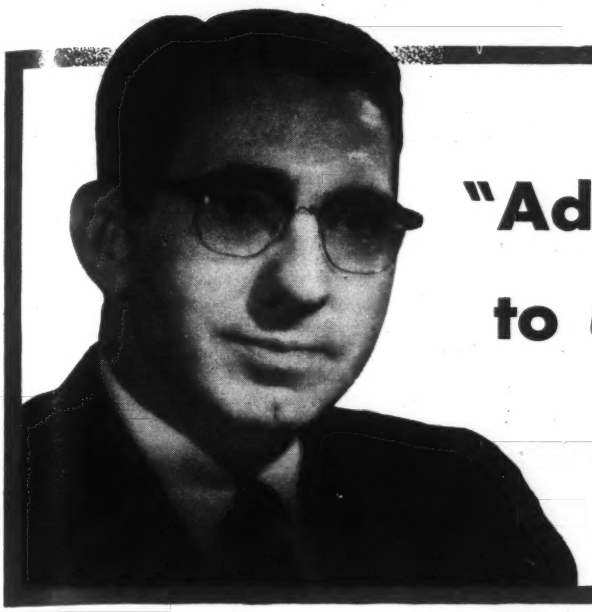
Edward R. Kenefick, George P. Hollingbery Co., to tv sales staff, NBC Spot Sales.

Richard Gershman, assistant night editor at International News Service, Chicago, to CBS-TV press information department, N. Y., as senior press representative.

Sam Saran, commentator-news writer, NBC, Chicago, elected president of Chicago Headline Club, professional chapter of Sigma Delta Chi, succeeding **James R. Brooks,** public relations director, Ekco Products Co.

Edward P. Morgan, ABC Washington commentator, named to the advisory committee of American Political Assn., supervising award of Congressional Fellowships to young teachers and writers.

Donald Mercer, NBC New York director of station relations, father of girl, Cynthia, Feb. 13.



"Ad Age is something to *use*—not just read"

says **SAM M. BALLARD**
President
Geyer Advertising, Inc.

"My Monday nights are generally reserved for reading and scissoring Ad Age. As a result, Tuesday finds it looking a bit like the shredded remnants of the holiday turkey the day after the holiday. The fact that this is the only publication I read with shears handy is testimony to the 'white meat' I find in its news columns and departments.

Advertising Age, I've found, is something to use—not just to read."

S. M. BALLARD

In 1927, Mr. Ballard switched from newspaperman—city editor of Miami Daily News and editor of the Daytona Beach Journal—to agencyman. His first agency job was with the Geyer Company in Dayton, Ohio. He left Geyer to become advertising manager of a General Motors subsidiary and returned to agency work in 1935.

Mr. Ballard joined Geyer Advertising, Inc., as vice president and chairman of its Account Policy Committee in 1953, became vice president and general manager in 1954—and president in 1955.

Still a copywriter at heart, Sam Ballard believes the creative function is the prime reason for an advertising agency's being.

Advertising Age is "something to use" to most of the executives who are important to you. Because its weekly news, trends and developments are so important to the "next moves" in advertising and marketing, you'll find advertiser and agency readership closely linked to advertising action—not only by those who *carry out,* but by those who *influence* major market and media decisions.

Geyer Advertising, for example, ranks among the top 31 agencies in broadcast billing. In 1956, Geyer placed a total of $8 million in radio and tv billings*, a $1 million increase over its 1955 figure. Among its accounts are such important spot advertisers as American Home Foods, American Motors Corp. and Boyle-Midway, Inc.

Every week, 30 paid subscription copies of Ad Age get read—*and used*—in the homes and offices of Geyer executives. Further, 17 paid subscription copies get read and used by advertising, marketing and other executives in the broadcast advertisers mentioned above.

Add to this AA's 37,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 10,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 140,000—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

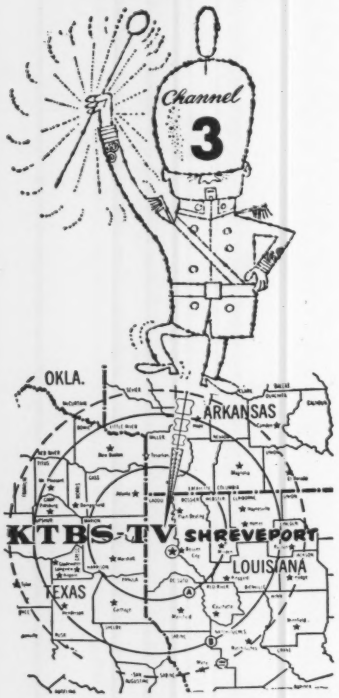
**Broadcasting-Telecasting, 1956 Report*

1 Year (52 issues) $3

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

NIELSEN* SURVEY
PROVES KTBS-TV LEADS!



*MONTHLY COVERAGE,
Homes Reached 136,860
A Bonus of 6,740 over Station B

*TELEVISION HOMES
in KTBS-TV Area 157,980
A Bonus of 13,120 over Station B

* N.C.S. No. 2, Spring 1956

KTBS-TV
CHANNEL 3
SHREVEPORT
LOUISIANA

E. NEWTON WRAY,
President & Gen. Mgr.

NBC and ABC

Represented by
Edward Petry & Co., Inc.

Fund Drive Scheduled For WTTW (TV) Chicago

SPRING community drive to raise nearly $200,000 for operation of WTTW (TV) Chicago after April 1 has been announced by the Chicago Educational Television Assn.

Edward L. Ryerson, CETA president, said the campaign would be launched the week of March 10 under co-chairmanship of George T. Grader, special public relations assistant at Atchison, Topeka & Santa Fe, and Charles W. Gansz, public relations representative, Standard Oil Co. of Indiana.

The ch. 11 outlet needs $312,000 to underwrite operations for the new fiscal year and has raised $120,000 of that amount in special gifts solicitation, it was reported.

Estimated annual budget for WTTW runs about $723,000 according to Mr. Ryerson. Station also finances itself through special production contracts with the Educational Television & Radio Center, Ann Arbor, Mich.; video recordings of programs for various agencies, and through the Chicago Board of Education for direct programming costs in connection with Chicago City Junior College credit courses on WTTW.

The station reports tv students in each of four courses earned 10% higher final grades in identical examinations than did over 2,500 classroom colleagues at City Junior College. Dr. Max D. Englhart, director of the college's examinations office, made the report.

N. J. Women's College to Ask FCC Permit for Fm Station

APPLICATION to the FCC soon will be made by Centenary College for Women, Hackettstown, N. J., for assignment of call letters and construction permit for an educational fm radio station on the campus. The two-year independent college recently received a gift of fm radio equipment from *The Atlantic City Press*.

The equipment, formerly that of WBAB-FM has been moved to the campus and will be used for an fm station of 10 w and a 50-mile effective radius, President Edward W. Seay said.

The station's non-commercial programs will originate from the campus radio studio already in use in Van Winkle Hall, with the transmitter and antenna located on a hilltop near Hackettstown.

Students enrolled in Centenary's radio courses will operate the station under the direction of Stephan George, former program manager of WGPA Bethlehem, Pa.

1957 Predicted Biggest Year In Experimental Tv Teaching

THIS year should be the biggest yet in experimental television teaching, Edward Stasheff, associate professor of speech at the University of Michigan, said last week.

"I predict that a great many elementary schools will experiment during the coming year with closed-circuit tv, either in one school or in a group of two or three schools situated close enough so that fewer miles of cable will be needed to connect them," he said.

Dr. Stasheff pointed out that educators in general are divided into three camps on tv teaching: (1) those who have tried it and are quite enthusiastic; (2) those who have tried it and admit the information gets across, but feel that other values are lost, and (3) those who have not tried it and sure it offers no hope.

Tv teaching may be the answer to the teacher shortage in high schools and junior colleges in the coming decade, he feels. Cost of closed-circuit installation is high, but not compared to the cost of buildings and the hiring of more teachers, he said.

"We're gradually losing the worst obstacle to the acceptance of closed-circuit instruction—the teacher's fear that tv will steal her job. We can't possibly afford to replace the teacher in the face of rising enrollment," said Dr. Stasheff.

NBC-TV Educational Series To Include Federal Leaders

MEMBERS of the U. S. Supreme Court and Congress will appear on NBC's 13-week educational program series that the network will begin feeding to about 25 educational tv stations starting next Monday (6:30-7 p.m. EST).

Among those to appear on the project's American government sequence (produced, as are the four others, in cooperation with the Ford Foundation-supported Ann Arbor, Mich., Educational Television & Radio Center) are: Supreme Court Justice Harold H. Burton; Sen J. W. Fulbright (D-Ark.); House Speaker Sam Rayburn (D-Tex.); Frank McCullough, administrative assistant to Sen. Paul Douglas (D-Ill.); Robert Wallace, staff director of the Senate Committee on Banking & Currency, and U. S. Civil Service Commission Executive Director John Macy.

Schools Receive Radio Booklet

THE Flint (Mich.) Board of Education has distributed another in its series of "The Work We Live By" to schools in that area. The latest one, "The Voice in Our Community," is dedicated to radio. It gives a little of radio's background and tells about radio's pioneers. The booklet also covers commercial radio; the kinds of radio control and finance; station organization; job classifications; average income and expenses; radio's social and economic impact; its national emergency role and educational radio. A comparison between the American and British broadcasting systems is also given.

EDUCATION SHORTS

Brooklyn College, Brooklyn, N. Y., vocational studies division, is offering course in marketing research advertising. **Robert M. Dore,** affiliated with radio-tv representative firm, is lecturer.

Butler University, School of Religion, Indianapolis, using facilities of WFBM-TV Indianapolis, will present drama workshops on church and television, June 10-18. Under leadership of **Dr. Edward Stasheff,** U. of Michigan, and **Professor William Kinser,** Indiana U., emphasis will be on religious drama.

B·T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

March 1957

Total U. S. Stations on Air: 493
(Commercial: 471; Educational; 22)

Total Cities with Tv Stations: 312

Total Tv Homes: 38,700,000
(B·T Estimate as of Jan. 1, 1957)

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date when known.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
►WAIQ (*2)
BIRMINGHAM—
►WABT (13) NBC, ABC; Blair; 370,000; N; $800
►WBIQ (*10)
►WBRC-TV (6) CBS; Katz; 370,000; N; $850
WBMG (42) 11/29/56-Unknown
DECATUR—
►WMSL-TV (23) NBC, CBS, ABC; McGillvra; 34,500; N; $150
DOTHAN—
►WTVY (9) CBS, ABC; Young; 42,500; N; $150
FLORENCE—
WOWL-TV (41) 1/30/57-Unknown
MOBILE—
►WALA-TV (10) NBC, ABC; H-R; 192,000; N; $450
►WKRG-TV (5) CBS; Avery-Knodel; 167,000; N; $450
MONTGOMERY—
►WCOV-TV (20) CBS, ABC; Young, 78,600; N; $200
►WSFA-TV (12) NBC; Katz; 146,969; N; $450
MUNFORD†—
►WTIQ (*7)
SELMA†—
WSLA (8) 2/52/54-Unknown

ARIZONA

FLAGSTAFF—
KOLF-TV (9) 5/29/56-Unknown
MESA (PHOENIX)—
►KVAR (12) NBC; Raymer; 174,666; N; $450
PHOENIX—
►KOOL-TV (10) CBS; Hollingbery; 175,000; N; $500
►KPHO-TV (5) Katz; 150,280; N; $450
►KTVK (3) ABC; Weed; 175,000; N, LF, LS; $400
TUCSON—
►KDWI-TV (9) ABC; Headley-Reed; 190,000; N, LF, LS; $300
►KOPO-TV (13) CBS; Hollingbery; 58,639; $300
►KVOA-TV (4) NBC; Branham; 59,100; N; $300
YUMA—
►KIVA (11) CBS, NBC, ABC; Raymer; 32,000; $200
KYAT (13) 1/25/56-Unknown

ARKANSAS

EL DORADO—
►KRBB (10) NBC, ABC; O'Connell; 55,000; $200
FORT SMITH—
►KFSA-TV (22) NBC, ABC; Pearson; 40,600; $200
►KNAC-TV (5) CBS; H-R; 61,367; $250
HOT SPRINGS—
KSPS (9) 2/16/56-Unknown
JONESBORO†—
KBTM-TV (4) 1/12/55-Unknown (Satellite of KATV Pine Bluff)
LITTLE ROCK—
►KARK-TV (4) NBC; Petry; 159,904; N; $450
►KTHV (11) CBS; Branham; 184,452; N; $450
►KATV (7) (See Pine Bluff)
PINE BLUFF—
►KATV (7) ABC; Avery-Knodel; 160,080; N; $450
TEXARKANA—
►KCMC-TV (6) (See Texarkana, Tex.)

CALIFORNIA

BAKERSFIELD—
►KBAK-TV (29) CBS, ABC; Weed; 110,000; $300
►KERO-TV (10) NBC; Petry; 161,000; N; $500
BERKELEY (SAN FRANCISCO)—
►KQED (*9)
CHICO—
►KHSL-TV (12) CBS, ABC; Avery-Knodel; 70,900; $250
CORONA†—
KCOA (52) 9/16/53-Unknown
EUREKA
►KIEM-TV (3) CBS, ABC, NBC; Blair Tv Assoc.; 36,800; $250
KHUM-TV (13) 1/16/56-Unknown
FRESNO—
►KFRE-TV (12) CBS; Blair; 252,300; N, LF, LS; $650
►KJEO (47) ABC; Branham; 178,000; N, LL, LS; $500
►KMJ-TV (24) NBC; Raymer; 178,000; N, LF, LS; $550
►KVVG (27) (See Tulare, Calif.)
KBID-TV (53) See footnote
LOS ANGELES
►KABC-TV (7) ABC; Katz; 2,658,953; $2,000
►KCOP (13) Petry; 2,658,953; $1,250
►KHJ-TV (9) H-R; 2,658,953; N; $1,500
►KNXT (2) CBS; CBS Spot Sls.; 2,658,953; N, LS, LF, LL; $3,200
►KRCA (4) NBC; NBC Spot Sls.; 2,658,953; N, LL, LS, LF; $3,600
►KTLA (5) Raymer; 2,658,953; N, LS, LF, LL; $1,500
►KTTV (11) Blair; 2,658,953; $2,000
KBIC-TV (22) 2/10/52-Unknown
MODESTO†—
KTRB-TV (14) 2/17/54-Unknown
OAKLAND (SAN FRANCISCO)—
Channel Two Inc. (2) Initial Decision 6/20/56
REDDING—
►KVIP (7) NBC, ABC; Branham; 60,000; N; $225
SACRAMENTO
►KBET-TV (10) CBS; H-R; 385,249; N, LF, LS; $700
►KCCC-TV (40) ABC; Weed; 158,000; $450
►KCRA-TV (3) NBC; Petry; 354,401; N, LF, LS; $750
KGMS-TV (46) 3/2/56-Unknown
SALINAS (MONTEREY)—
►KSBW-TV (8) CBS, ABC, NBC; H-R; 349,924; N; $350
SAN DIEGO—
►KFMB-TV (8) CBS; Petry; 449,928; N; $900
►KFSD-TV (10) NBC; Katz; 400,000; N; $800
SAN FRANCISCO—
►KGO-TV (7) ABC; Blair; 1,206,717; $1,700
►KPIX-TV (5) CBS; Katz; 1,206,717; N, LF, LS; $1,750
►KRON-TV (4) NBC; Peters, Griffin, Woodward; 1,206,717; N, LL, LS, LF; $1,500
►KSAN-TV (32) Stars National; 260,000; $115
KBAY-TV (20) 3/11/53-Unknown
KPRT (26) 12/20/56-Unknown
SAN JOSE†—
►KNTV (11) Weed; 244,100; $250
SAN LUIS OBISPO—
►KVEC-TV (6) ABC, CBS; H-R; 102,966; $200
SANTA BARBARA—
►KEYT (3) NBC, ABC, CBS; Hollingbery; 227,918; $450
STOCKTON†—
►KOVR (13) ABC; Avery-Knodel; 1,131,891; $800
TULARE—
►KVVG (27) Bernard; 155,700; $325

COLORADO

COLORADO SPRINGS—
►KKTV (11) CBS, ABC; Bolling; 68,820; $250
►KRDO-TV (13) NBC; Pearson; 44,000; $175
DENVER—
►KBTV (9) ABC; Peters, Griffin, Woodward; 427,408; $650
►KLZ-TV (7) CBS; Katz; 427,408; N; $750
►KOA-TV (4) NBC; NBC Spot Sls.; 427,408; N; $750
►KRMA-TV (*6)
►KTVR (2) Blair Tv Assoc.; 427,408; $500
GRAND JUNCTION†—
►KREX-TV (5) NBC, CBS, ABC; Holman; 22,361; $120
MONTROSE—
►KFXJ-TV (10) (Satellite of KREX-TV)
PUEBLO—
►KCSJ-TV (5) NBC; Pearson; 56,312; $155

CONNECTICUT

BRIDGEPORT—
►WICC-TV (43) ABC; Young; 72,340; $200
WCTB (*71) 1/29/53-Unknown
HARTFORD—
►WHCT (18) CBS; CBS Spot Sls.; 351,581; $650
WCHF (*24) 1/29/53-Unknown
WTIC-TV (3) 7/25/56-Unknown
NEW BRITAIN—
►WNBC (30) NBC; NBC Spot Sales; 334,703; N; $600
NEW HAVEN†—
►WNHC-TV (8) ABC, CBS; Katz; 948,702; N, LF, LS; $800
WELI-TV (59) H-R; 6/24/53-Unknown
NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown
NORWICH†—
WCNE (*63) 1/29/53-Unknown
STAMFORD†—
WSTF (27) 5/27/53-Unknown
WATERBURY—
►WATR-TV (53) ABC; Stuart; 217,554; $200

DELAWARE

WILMINGTON—
►WPFH (12) Raymer; 2,051,000; N; LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON—
►WMAL-TV (7) ABC; H-R; $1,200
►WRC-TV (4) NBC; NBC Spot Sls.; 754,000; N; $1,250
►WTOP-TV (9) CBS; CBS Spot Sls.; 644,000; N, LF, LS; $1,800
►WTTG (5) Weed; 700,000; $720
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

DAYTONA BEACH†—
►WESH-TV (2) Petry; 60,000; N; $200
FORT LAUDERDALE—
►WITV (17) ABC; Forjoe; 267,500; $500
FORT MYERS†—
►WINK-TV (11) CBS, ABC; McGillvra; 23,500; $150
FORT PIERCE†—
WTVI (19) 4/19/55-Unknown
JACKSONVILLE—
►WJHP-TV (36) NBC, ABC; Petry; 107,750; N; $300
►WMBR-TV (4) CBS, ABC; CBS Spot Sls.; 272,500; N; $850
WFGA-TV (12) 8/31/56-Unknown
WQIK-TV (30) 8/12/53—Unknown
MIAMI—
►WCKT (7) NBC; NBC Spot Sls.; 391,000; N, LF, LS; $950
►WGBS-TV (23) CBS; Katz; 294,874; N; $350
►WTHS-TV (*2)
►WTVJ (4) CBS; Peters, Griffin, Woodward; 394,200; N, LL, LF, LS; $1,000
►WITV (17) See Fort Lauderdale
WMFL (33) 12/9/53-Unknown
WPST-TV (10) 2/8/57-Unknown
MIAMI BEACH—
WKAT Inc. (10) Initial Decision 3/30/55
ORLANDO—
►WDBO-TV (6) CBS, ABC, NBC; Blair Tv Assoc.; 174,500; N; $300
WEAL-TV (18) 9/21/55-Unknown
WORZ Inc. (9) Initial Decision 8/10/55
PANAMA CITY—
►WJDM (7) ABC, CBS, NBC; Hollingbery; 30,100; $150
PENSACOLA—
►WEAR-TV (3) ABC, CBS; Hollingbery; 174,500; N; $300
WPFA-TV (15) See footnote
ST. PETERSBURG—
►WSUN-TV (38) ABC; Venard; 215,800; $400
TALLAHASSEE—
►WCTV (6) See Thomasville, Ga.
TAMPA—
►WFLA-TV (8) NBC; Blair; 350,000; N, LF, LS; $750
►WTVT (13) CBS; Katz; 340,000; N, LF, LS; $750
WEST PALM BEACH—
►WEAT-TV (12) ABC, CBS; H-R; 139,000; $250
►WPTV (5) NBC, CBS; Blair Tv Assoc.; 101,065; N; $275

GEORGIA

ALBANY†—
►WALB-TV (10) ABC, NBC; Venard; 45,000; $200

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B·T TELESTATUS

ATHENS†—
WGTV (*8) 9/5/56-Unknown
ATLANTA—
► **WAGA-TV (5) CBS; Katz; 578,000; N, LS, LF; $1,000**
► WLWA (11) ABC; WLW Sales; 546,350; $900
► WSB-TV (2) NBC; Petry; 576,190; N, LS, LF; $1,000
WETV (*30) 3/21/56-Unknown
WATL-TV (36) See footnote
AUGUSTA—
► WJBF (6) NBC, ABC; Hollingbery; 220,500; N; $350
► WRDW-TV (12) CBS; Branham; 184,100; $350
COLUMBUS—
► WDAK-TV (28) NBC, ABC; Headley-Reed; 136,-959; N; $300
► **WRBL-TV (4) CBS, ABC; Hollingbery; 186,407; N; $400**
MACON—
► WMAZ-TV (13) CBS, ABC; NBC (per program basis); Avery-Knodel; 117,778; N; $300
ROME†—
► WROM-TV (9) McGillvra; 174,330; $150
SAVANNAH—
► WSAV-TV (3) NBC, ABC; Blair Tv Assoc.; 150,501; N; $275
► WTOC-TV (11) CBS, ABC; Avery-Knodel; 153,-352; N; $300
THOMASVILLE—
► WCTV (6) NBC, CBS, ABC; Blair Tv Assoc.; 105,430; $250

IDAHO

BOISE†—
► KBOI-TV (2) CBS; Peters, Griffin, Woodward; 71,425; $250
► KIDO-TV (7) ABC, NBC; Blair Tv Assoc.; 85,-000; N; $250
IDAHO FALLS†—
► KID-TV (3) CBS, ABC, NBC; Gill-Perna; 55,-842; $200
LEWISTON†—
► KLEW-TV (3) CBS, ABC, NBC; Weed; 21,000; $150 (satellite of KIMA-TV Yakima, Wash.)
POCATELLO†—
KSEI-TV (6) 4/25/56-Unknown
TWIN FALLS†—
► KLIX-TV (11) CBS, ABC, NBC; Gill-Perna; 21,000; $150
KHTV (13) 11/9/55-Unknown

ILLINOIS

BLOOMINGTON—
WBLN (15) See footnote
CHAMPAIGN—
► WCIA (3) CBS, NBC; Hollingbery; 403,370; N; $800
CHICAGO—
► WBBM-TV (2) CBS; CBS Spot Sls; 2,425,696; N; $3,900
► WBKB (7) ABC; Blair; 2,425,696; $2,400
► WGN-TV (9) Petry; 2,425,696; N, LL, LF, LS; $1,800
► WNBQ (5) NBC; NBC Spot Sls.; 2,425,696; N. LL, LS, LF; $4,000
► WTTW (*11)
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
WOPT (44) 2/10/54-Unknown
DANVILLE—
► WDAN-TV (24) ABC; Everett-McKinney; 55,-500; $150
DECATUR—
► WTVP (17) ABC; Bolling; 196,000; $350
EVANSTON†—
WTLE (32) 8/12/53-Unknown
HARRISBURG†—
► WSIL-TV (22) ABC; Walker; 30,000; $150
LASALLE—
West Central Bcstg. Co. (35) 2/13/57-Unknown (satellite of WEEK-TV Peoria)
PEKIN—
Mid-Illinois Tv Co. (69) 2/13/57-Unknown
PEORIA—
► WEEK-TV (43) NBC; Headley-Reed; 244,420; N; $475
► WTVH (19) CBS, ABC; Petry; 224,000; N; $500
WIRL-TV (8) 6/27/56 (Construction prohibited until completion of deintermixture rulemaking.)
QUINCY (HANNIBAL, MO.)—
► WGEM-TV (10) NBC, ABC; Young; 159,000; N; $250
► KHQA-TV (7) See Hannibal, Mo.
ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) CBS, ABC; Avery-Knodel; 324,-819; N; $800
ROCKFORD—
► WREX-TV (13) CBS, ABC; H-R; 278,004; N, LF, LS; $450
► WTVO (39) NBC, ABC; Headley-Reed; 166,270; N; $300
SPRINGFIELD—
► WICS (20) ABC, NBC; Young; 103,580; $250
WMAY-TV (2) 6/27/56 (Construction prohibited until completion of deintermixture rulemaking.) Pearson
URBANA†—
► WILL-TV (*12)

INDIANA

ANDERSON†—
WCBC-TV (61) 3/16/56-Unknown
BLOOMINGTON—
► WTTV (4) ABC; Meeker; 523,825; N; $1,000
ELKHART (SOUTH BEND)—
► WSJV (52) ABC; H-R; 215,814; $300
EVANSVILLE—
► WFIE (62) NBC; Venard; 141,364; N; $400
► WEHT (50) See Henderson, Ky.
► WTVW (7) ABC; Hollingbery; 182,713; N, LF, LS; $350
FORT WAYNE—
► WKJG-TV (33) NBC; Raymer; 164,364; N; $450
► WINT (15) CBS, ABC; H-R; 139,625; N; $400
HATFIELD—
WVSJ-TV (9) Initial Decision-2/18/57
INDIANAPOLIS—
► WFBM-TV (6) NBC; Katz; 702,000; N, LL, LF, LS; $1,200
► WISH-TV (8) CBS; Bolling; 660,000; N, LF, LS; $1,300
► WTTV (4) See Bloomington
Mid-West Tv Corp. (13) Initial Decision 6/7/55
LAFAYETTE—
► WFAM-TV (59) CBS, NBC; Rambeau; 190,000; N; $200
MUNCIE—
► WLBC-TV (49) ABC, CBS, NBC; Holman, Walker; 107,250; N; $225
PRINCETON†—
WRAY-TV (52) See footnote
ROANOKE—
WPTA (21) 9/6/56-Unknown
SOUTH BEND (ELKHART)—
► WNDU-TV (46) NBC; Petry; 186,000; N; $500
► WSBT-TV (34) CBS; Raymer; 206,363; N; $400
TERRE HAUTE—
► WTHI-TV (10) CBS, ABC, NBC; Bolling; 251,-970; N; $500

IOWA

AMES—
► WOI-TV (5) ABC; Weed; 325,000; N; $500
CEDAR RAPIDS—
► KCRG-TV (9) ABC; Blair Tv Assoc.; 325,977; N; $450
► WMT-TV (2) CBS; Katz; 344,380; N; $625
DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Peters, Griffin, Woodward; 317,902; N; $800
DES MOINES—
► KRNT-TV (8) CBS; Katz; N; $700
► WHO-TV (13) NBC; Peters, Griffin, Woodward; 322,000; N, LF, LS; $700
KDPS-TV (11*) 12/12/56-Unknown
KGTV (17) See footnote
FORT DODGE—
► KQTV (21) NBC, CBS; Pearson; 46,365; $150
MASON CITY—
► KGLO-TV (3) CBS; Weed; 135,932; $350
OTTUMWA—
► KTVO (3) (See Kirksville, Mo.)
SIOUX CITY—
► KTIV (4) NBC, ABC; Hollingbery; 204,317; N; $350
► KVTV (9) CBS, ABC; Katz; 179,521; N; $425
WATERLOO—
► KWWL-TV (7) NBC; Avery-Knodel; 324,866; N; $500

KANSAS

ENSIGN—
KTVC (6) 1/25/56-March (satellite of KAKE-TV Wichita)
GOODLAND†—
KWGB-TV (10) 5/11/55-Unknown
GREAT BEND—
► KCKT (2) NBC, ABC; Bolling; 186,097; N; $250
HUTCHINSON (WICHITA)—
► KTVH (12) CBS; H-R; 251,135; N; $575
► KAKE-TV (10) See Wichita
► KARD-TV (3) See Wichita
MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown
PITTSBURG—
► KOAM-TV (7) NBC, ABC; Katz; 161,851; $300
TOPEKA—
► WIBW-TV (13) CBS, ABC; Capper; 614,803; N; $550
WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; 266,237; N; $600
► KARD-TV (3) NBC; Petry; 265,430; N, LL, LF, LS; $550
► KTVH (12) See Hutchinson

KENTUCKY

ASHLAND†—
WALN-TV (59) Petry; 8/14/52-Unknown
HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Young; 150,000; N; $400
LEXINGTON—
► WLEX-TV (18) NBC, ABC, CBS; Bolling; $218.50
WLAP-TV (27) 12/3/53-Unknown
LOUISVILLE—
► WAVE-TV (3) NBC, ABC; NBC Spot Sls.; 506,-966; N; $1,025

New Tv Stations

THE following tv station started regular programming within the past month:

CKMI-TV Quebec City, Que.; KUMV-TV Williston, N. D.; WJPB-TV Fairmont, W. Va., and WCDC (TV) Pittsfield, Mass.

► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1952 was 205,544); N; $1,000
WQXL-TV (41) Forjoe; 1/15/53-Unknown
WKLO-TV (21) See footnote
NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown
OWENSBORO—
WKYT (14) 3/14/56-Unknown
PADUCAH†—
WPSD-TV (6) Pearson; 11/14/56-May

LOUISIANA

ALEXANDRIA—
► KALB-TV (5) NBC, ABC, CBS; Weed; 136,400; $250
BATON ROUGE—
► WAFB-TV (28) CBS, ABC; Blair Tv Assoc.; 104,000; $250
► WBRZ (2) NBC, ABC; Hollingbery; 227,000; N; $300
WCNS (40) 7/19/56-July
LAFAYETTE—
► KLFY-TV (10) CBS; Venard; 132,811; N; $250
LAKE CHARLES
► KPLC-TV (7) NBC, ABC; Weed; 172,898; $250
► KTAG (25) CBS; Young; 68,648; $150
MONROE—
► KNOE-TV (8) CBS, ABC, NBC; H-R; 285,000; N; $400
KLSE (*13) 12/14/56-Unknown
NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC; Blair; 418,689; N, LF, LS; $900
► WJMR-TV (20) CBS, ABC; Weed; 300,000; N; $300
WCKG (26) Gill-Perna; 4/2/53-Unknown
WWEZ-TV (32) 9/26/56-Unknown
WWL-TV (4) 7/13/56 (Construction prohibited until completion of deintermixture rule making.)
WYES (*8) 2/17/56-March
SHREVEPORT—
► KSLA-TV (12) CBS, ABC; Raymer; N; 170,000; $400
► KTBS-TV (3) NBC, ABC; Petry; 249,695; N; $500

MAINE

AUGUSTA—
WPTT (10) 11/14/56-Unknown
BANGOR—
► WABI-TV (5) ABC, NBC; Hollingbery; 106,000; N; $300
► WTWO (2) CBS; Venard; $300
POLAND SPRING—
► WMTW (8) CBS, ABC; Harrington, Righter & Parsons; 288,170; $400
PORTLAND—
► WCSH-TV (6) NBC; Weed; 190,200; N; $500
► WGAN-TV (13) CBS; Avery-Knodel; 185,000; N; $400
PRESQUE ISLE—
► WAGM-TV (8) CBS; Venard; $150

MARYLAND

BALTIMORE—
► WAAM (13) ABC; Harrington, Righter & Parsons; 727,307; N; $1,275
► WBAL-TV (11) NBC; Petry; 727,307; N, LL, LS, LF; $1,500
► WMAR-TV (2) CBS; Katz; 727,307; N, LF, LS; $1,500
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown
SALISBURY—
► WBOC-TV (16) ABC, CBS; Headley-Reed; 56,-590; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Peters, Griffin, Woodward; 1,420,106; N, LS, LF; $2,400
► WGBH-TV (*2) N, LL, LF, LS
► WNAC-TV (7) CBS, ABC; H-R; 1,420,106; N; $3,000
► WMUR-TV (9) (See Manchester, N. H.)
WXEL (38) 10/12/55-Unknown
WJDW (44) 3/12/53-Unknown
Greater Boston Tv Corp. (5) Initial Decision 1/4/56
BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown
CAMBRIDGE (BOSTON)—
WTAO-TV (56) See footnote
GREENFIELD—
WRLP (32) 7/5/56-Unknown (Satellite of WWLP Springfield, Mass.)
PITTSFIELD†—
► WCDC (19) (Satellite of WCDA Albany, N. Y.)
SPRINGFIELD—
► WHYN-TV (55) CBS; Branham; 225,000; N; $400
► WWLP (22) NBC, ABC; Hollingbery; 240,000; N, LS; $600
WORCESTER—
WWOR-TV (14) See footnote

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) Everett-McKinney; 31,000; $150
WUOM-TV (*26) 11/4/53-Unknown
BAY CITY (MIDLAND, SAGINAW)—
► WNEM-TV (5) NBC, ABC; Petry; 580,536; N, LF, LS; $690
CADILLAC—
► WWTV (13) CBS, ABC; Weed; 328,013; $350
DETROIT—
► WJBK-TV (2) CBS; Katz; 1,600,000; N, LL, LF, LS; $2,600

► WTVS (*56)
► WWJ-TV (4) NBC; Peters, Griffin, Woodward; 1,500,000; N, LF, LS; $2,400
► WXYZ-TV (7) ABC; Blair; 1,600,000; N; $1,800
► CKLW-TV (9) CBC; Young; 1,600,000; $1,100 (See Windsor, Ont.)
WEID-TV (50) 11/19/53-Unknown

EAST LANSING†—
► WKAR-TV (*60)

FLINT†—
WJRT (12) 5/12/54-Unknown

GRAND RAPIDS—
► WOOD-TV (8) NBC, ABC; Katz; 574,280; N; $1,175
WMCM (23) 9/2/54-Unknown

IRONWOOD—
WJMS-TV (12) 11/30/55-Unknown

KALAMAZOO—
► WKZO-TV (3) CBS, ABC; Avery-Knodel; 667,300; N; $1,300

LANSING—
► WJIM-TV (6) NBC, CBS, ABC; Peters, Griffin, Woodward; 652,530; N; $1,000
WTOM-TV (54) See footnote

MARQUETTE†—
► WDMJ-TV (6) Weed; $200

PORT HURON—
WHLS-TV (34) 11/14/56-Unknown

SAGINAW (BAY CITY, MIDLAND)
► WKNX-TV (57) CBS, ABC; Gill-Perna; 160,000; N; $375

TRAVERSE CITY—
► WBPN-TV (57) NBC; Holman; 63,847; $144

MINNESOTA

AUSTIN—
► KMMT (6) ABC; Avery-Knodel; 115,126; $200

DULUTH (SUPERIOR, WIS.)—
► KDAL-TV (3) CBS, ABC; Avery-Knodel; 127,500; $400
► WDSM-TV (6) See Superior, Wis.
WFTV (38) See footnote

MINNEAPOLIS-ST. PAUL—
► KMGM-TV (9) Branham; 632,000; $1,500
► KSTP-TV (5) NBC; Petry; 688,558; N, LS, LF; $1,640
► WCCO-TV (4) CBS; Peters, Griffin, Woodward; N, LL; $1,600
► WTCN-TV (11) ABC; Katz; 615,000; $800
KTCA-TV (*2) 6/20/56-Unknown

ROCHESTER—
► KROC-TV (10) NBC, ABC; Meeker; 120,000; N; $250

MISSISSIPPI

BILOXI†—
WVMI (13) Initial Decision 6/5/56

COLUMBUS†—
► WCBI-TV (4) CBS, NBC; McGillvra; 45,200; $150

HATTIESBURG—
► WDAM-TV (9) NBC, ABC; Pearson; 76,500; N; $175

JACKSON—
► WJTV (12) CBS, ABC; Katz; 155,000; $360
► WLBT (3) NBC, ABC; Hollingbery; 181,000; N; $360

LAUREL—
Laurel Tv Co. (7) 2/21/57-Unknown

MERIDIAN—
► WTOK-TV (11) CBS, ABC, NBC; Headley-Reed; 86,031; N; $250
WCOC-TV (30) See footnote

TUPELO—
WTWV (9) NBC; Young; $150; April

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS, NBC; Headley-Reed; 165,628; N; $600

COLUMBIA—
► KOMU-TV (8) NBC, ABC; H-R; 102,190; $250

HANNIBAL (QUINCY, ILL.)
► KHQA-TV (7) CBS; Weed; 174,880; N; $350
► WGEM-TV (10) See Quincy, Ill.

JEFFERSON CITY—
► KRCG (13) CBS, ABC; Blair Tv Assoc.; 109,760; $250

JOPLIN—
► KODE-TV (12) CBS; Avery-Knodel; 118,700; N; $300

KANSAS CITY—
► KCMO-TV (5) CBS; Katz; 628,532; N; $1,350
► KMBC-TV (9) ABC; Peters, Griffin, Woodward; 628,532; N, LS, LF, LL; $540 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 628,532; N, LS, LF; $1,060

KIRKSVILLE—
► KTVO (3) CBS, NBC; Bolling; 222,954; $300

ST. JOSEPH—
► KFEQ-TV (2) CBS; Blair Tv Assoc.; 176,566; $400

ST. LOUIS—
► KETC (*9)
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 967,002; N, LS, LF; $1,200
► KTVI (36) ABC, CBS; Weed; 422,422; $400
► KWK-TV (4) CBS, ABC; Katz; 850,000; N; $1,500

SEDALIA†—
► KDRO-TV (6) Pearson; 57,000; $200

SPRINGFIELD—
► KTTS-TV (10) CBS; Weed; 111,146; N; $325
► KYTV (3) NBC; Hollingbery; 112,563; N; $275

MONTANA

BILLINGS†—
► KOOK-TV (2) CBS, ABC, NBC; Headley-Reed; 28,500; $200
KGHL-TV (8) 11/23/55-Unknown

BUTTE†—
► KXLF-TV (4) ABC; No estimate given; $100

GREAT FALLS†—
► KFBB-TV (5) CBS, ABC, NBC; Blair Tv Assoc.; 26,400; $150

HELENA
Helena Tv Inc. (10) 2/13/57-Unknown
KXLJ-TV (12) 2/13/57-Unknown (Satellite of KXLF-TV Butte, Mont.)

KALISPELL†—
KGEZ-TV (9) Cooke; 7/19/56-Unknown

MISSOULA—
► KMSO-TV (13) CBS, ABC, NBC; Gill-Perna; 32,000; N; $150

NEBRASKA

HASTINGS—
► KHAS-TV (5) NBC; Weed; 83,270; N; $200

HAYES CENTER—
► KHPL-TV (6) (Satellite of KHOL-TV Holdrege)

KEARNEY (HOLDREDGE)—
► KHOL-TV (13) CBS, ABC; Meeker; 125,000 (Includes satellite KHPL-TV); N; $300

LINCOLN—
► KOLN-TV (10) ABC, CBS; Avery-Knodel; 177,044; $450
► KUON-TV (*12)

OMAHA—
► KMTV (3) NBC, ABC; Petry; 412,000; N, LL, LS, LF; $900
► WOW-TV (6) CBS; Blair; 412,000; N; $900
KETV (7) 4/27/56-Unknown

SCOTTSBLUFF†—
► KSTF (10) (Satellite KFBC-TV Cheyenne)

NEVADA

HENDERSON (LAS VEGAS)—
►KLRJ-TV (2) NBC, ABC; Pearson; 30,525; N, LL, LF, LS; $225

LAS VEGAS—
► KLAS-TV (8) CBS; Weed; 35,000; $250
► KLRJ-TV (2) See Henderson
► KSHO-TV (13) Forjoe; 27,900; $200

RENO—
KOLO-TV (8) CBS, ABC, NBC; Pearson; 55,000; $300
KAKJ (4) 4/19/55-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown

MANCHESTER (BOSTON)—
► WMUR-TV (9) ABC (CBS, NBC per program basis); Forjoe; 1,127,959; $600

MT. WASHINGTON†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote

ATLANTIC CITY—
WOCN (52) 1/8/53-Unknown
WHTO-TV (46) See footnote

CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown

NEWARK (NEW YORK CITY)—
► WATV (13) Fojoe; 4,730,000; $2,000

NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KGGM-TV (13) CBS; Weed; 93,340; N; $300
► KOAT-TV (7) ABC; Hollingbery; 87,774; N; $300
► KOB-TV (4) NBC; Branham; 81,973; N; $300

CARLSBAD—
► KAVE-TV (6) CBS, NBC; Branham; 30,000; $150

CLOVIS—
► KICA-TV (12) CBS; Pearson; 20,900; $150

ROSWELL—
► KSWS-TV (8) NBC, ABC, CBS; Meeker; 34,687; $250

SANTA FE—
KVIT (2) 1/25/56-March

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► WCDA (41) CBS; Harrington, Righter & Parsons; 200,000; N; $400
► WTRI (35) ABC; Venard; 250,000; $400
WPTR-TV (23) 6/10/53-Unknown
WTVZ (*17) 7/24/52-Unknown

BINGHAMTON—
► WNBF-TV (12) CBS, ABC, NBC; Blair; 464,790; N; $1,000
WINR-TV (40) 9/29/54-Unknown
WQTV (*46) 8/14/52-Unknown

BUFFALO—
► WBEN-TV (4) CBS; Harrington, Righter & Parsons; 579,102 (plus 758,446 Canadian coverage); N, LS, LF, LL; $1,050
►WBUF (17) NBC; NBC Spot Sls.; 178,100; N; $650
► WGR-TV (2) ABC; Peters, Griffin, Woodward; 569,480 (plus 614,522 Canadian coverage); $1,025
WNYT-TV (59) 11/23/55-Unknown
WTVF (*23) 7/24/52-Unknown
Great Lakes Tv Inc. (7) Initial Decision 1/31/56

CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS, ABC (NBC per program basis); Weed; 82,485 (plus 118,840 Canadian coverage); $200

ELMIRA—
► WSYE-TV (18) NBC; Harrington, Righter & Parsons (Satellite WSYR-TV Syracuse)
WTVE (24) See footnote

HAGAMAN—
► WCDB (29) (Satellite WCDA Albany, N. Y.)

ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

LAKE PLACID (PLATTSBURG)—
► WPTZ (5) NBC, ABC; Blair Tv Assoc.; 150,000 (plus 350,000 Canadian coverage); $300

NEW YORK—
► WABC-TV (7) ABC; Blair; 4,730,000; $4,150
► WABD-TV (5) Weed; 4,730,000; N, LL, LF, LS $2,200
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,730,000, N, LS, LF, LL; $8,000
► WOR-TV (9) WOR-TV Sls.; 4,730,000; $2,000
► WPIX (11) Peters, Griffin, Woodward; 4,730,000; $2,000
► WRCA-TV (4) NBC; NBC Spot Sls; 4,730,000; N, LS, LF, LL; $9,200
► WATV (13) See Newark, N. J.
WREG (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown

POUGHKEEPSIE—
WKNY-TV (66) See footnote

ROCHESTER—
► WROC-TV (5) NBC, ABC; Peters, Griffin, Woodward; 307,000 (plus 75,000 Canadian coverage); N; $800
► WHEC-TV (10) CBS, ABC; Everett-McKinney; 327,000; N; $700
► WVET-TV (10) CBS, ABC; Bolling; 327,000; N, LF, LS; $780
WCBF-TV (15) 5/10/53-Unknown
WROH (*21) 7/24/52-Unknown

SCHENECTADY (ALBANY, TROY)—
► WRGB (6) NBC; NBC Spot Sls.; 503,000; N; $1,350

SYRACUSE—
► WHEN (8) CBS, ABC; Katz; 380,000; N; $850
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 457,770; N, LS, LF; $900
WHTV (*43) 9/18/52-Unknown

UTICA—
► WKTV (13) NBC, ABC, CBS; Cooke; 213,500; N; $550

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) CBS, NBC; Bolling; 38,000; $150
► WLOS-TV (13) ABC, CBS; Venard; 354,035; N; $400

CHAPEL HILL†—
► WUNC-TV (*4)

CHARLOTTE—
► WBTV (3) CBS, ABC, NBC; CBS Spot Sls.; 528,210; N, LL, LS, LF; $1,000
WSOC-TV (9) 12/13/56-April; H-R
WQMC (36) See footnote

DURHAM—
► WTVD (11) ABC; Petry; 289,580; N; $550

FAYETTEVILLE†—
► WFLB-TV (18) ABC, CBS, NBC; Biern-Smith; 51,600; $120

GASTONIA†—
WTVX (48) 4/7/54-Unknown

GREENSBORO—
► WFMY-TV (2) CBS, ABC; Harrington, Righter & Parsons; 459,351; N, LF, LS; $650

GREENVILLE—
► WNCT (9) CBS, ABC; Hollingbery; 177,470; N; $350

NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown

RALEIGH—
► WNAO-TV (28) CBS, ABC; Forjoe; 140,125; N; $325
► WRAL-TV (5) NBC; H-R; 334,161; N, LF, LS; $600

WASHINGTON—
► WITN (7) NBC; Headley-Reed; 149,006; N; $325

WILMINGTON—
► WMFD-TV (6) NBC, ABC, CBS; Wagner-Smith Assoc.; 123,238; $250

WINSTON-SALEM—
► WSJS-TV (12) NBC; Headley-Reed; 586,384; N; $600
► WTOB-TV (26) ABC; Venard; 133,720; $200

NORTH DAKOTA

BISMARCK—
► KBMB-TV (12) CBS; Weed; 27,000; N; $150
► KFYR-TV (5) NBC, ABC; Blair Tv Assoc.; 38,950; $275

DICKINSON—
► KDIX-TV (2) CBS, ABC, NBC; Holman; 19,000; $150

FARGO—
► WDAY-TV (6) NBC, ABC; Peters, Griffin, Woodward; 92,679; N; $450

GRAND FORKS—
► KNOX-TV (10) NBC; Rambeau; 37,000; N; $200

MINOT—
► KCJB-TV (13) CBS, NBC, ABC; Weed; 30,000; $250
KMOT (10) 10/5/55-Unknown

WILLISTON—
► KUMV-TV (8) (satellite of KFYR-TV Bismarck)

VALLEY CITY—
► KXJB-TV (4) CBS; Weed; 157,300; N, LF, LS; $500

OHIO

AKRON—
► WAKR-TV (49) ABC; Weed; 174,066; $300

ASHTABULA†—
WICA-TV (15) See footnote

CANTON†—
WTLC (29) 3/22/56-Unknown

CINCINNATI—
► WCET (*48)
► WCPO-TV (9) ABC; Blair; 850,800; N; $1,200

TV

COMPARATIVE NETWORK SHOWSHEET

	SUNDAY			MONDAY			TUESDAY			WEDNESDAY		
AFTERNOON	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Noon		*Let's Take A Trip*			Stand. Brands Valiant Lady / Amer. Home Products Love of Life / P&G Search for Tomorrow / P&G Guiding Light L	*Tic Tac Dough* L		Wesson Oil Valiant Lady / Amer. Home Products Love of Life / P&G Search for Tomorrow / P&G Guiding Light L	*Tic Tac Dough* L		Gen. Mills Valiant Lady / Amer. Home Products Love of Life / P&G Search for Tomorrow / P&G Guiding Light L	*Tic Tac Dough* L
12:15												
12:30		Kellogg Wild Bill Hickok F			W. Cronkite	*It Could Be You* L		W. Cronkite	*It Could Be You* L		W. Cronkite	*It Could Be You* F
12:45					1:10 *Standup & Be Counted* S			1:10 *Standup & Be Counted* S			1:10 *Standup & Be Counted* S	
1:00		Sweets Co. Johnson & Johnson Heckle and Jeckle Show AW—F			P&G As The World Turns	Close-Up L		*As The World Turns* Sus	Close-Up L		P&G As The World Turns	Close-Up L
1:15												
1:30			*Frontiers of Faith* L		*Our Miss Brooks* F Sus	Club 60 L		Best Foods (alt. wks.) Our Miss Brooks F	Club 60 L		(Alt.) Gerber 15 Min. Our Miss Brooks F	Club 60 L
1:45												
2:00			No Net Service		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
2:15												
2:30		*The Last Word*	*Youth or American Forum* L		Colgate Big Payoff	NBC Matinee Theatre (Participating) Color L		Big Payoff Colgate	NBC Matinee Theatre (Participating) Color L		Colgate Big Payoff	NBC Matinee Theatre (Participating) Color L
2:45												
3:00		*Face the Nation*	*Outlook L&F*	Afternoon Film Festival F&L Participating	Bob Crosby (See Footnotes)		Afternoon Film Festival F&L Participating	Bob Crosby (See Footnotes)		Afternoon Film Festival F&L Participating	Bob Crosby (See Footnotes)	
3:15												
3:30	*Johns Hopkins File 7* L	*World News Roundup*	Zoo Parade L & F		P&G The Brighter Day / Am. Home Pr. Secret Storm	Queen For A Day Participating L		P&G The Brighter Day / Am. Home Pr. Secret Storm	Queen For A Day Participating L		P&G The Brighter Day / Am. Home Pr. Secret Storm	Queen For A Day Participating L
3:45												
4:00	*College Press Conference* L		Gen. Motors Wide Wide World L		P&G The Edge of Night	*Modern Romances* L		P&G The Edge of Night	*Modern Romances* L		P&G The Edge of Night	*Modern Romances* L
4:15		*Odyssey*										
4:30	CIBA Medical Horizons L		ALT H. Curtis Wash. Square L & Topper			*Comedy Time* F			*Comedy Time* F			*Comedy Time* F
4:45												
5:00	Dean Pike L	*Mama**		Mickey Mouse Club (see footnote) F			Mickey Mouse Club (see footnote) F			Mickey Mouse Club (see footnote) F		
5:15												
5:30	Corn Prods. Press Conference L	*The McBoing Boing Show* Color Film	Heinz Capt. Gallant F									
5:45												
EVENING												
6:00		Bell Telephone System Telephone Time	Johns Manville Meet the Press L		Whitehall News L			Whitehall News L (Alt. wks.)			Whitehall (Alt. wks.) News L	
6:15												
6:30		Prudential Air Power T	Gen. Foods Roy Rogers F									
6:45					Whitehall News L			Whitehall News L (Alt. wks.)			Whitehall (Alt. wks.) News L	
7:00	Skippy Peanut Butter You Asked For It F	Campbell Soup Lassie F	General Foods Bengal Lancers F	Gordon Bkg. Kukla, Fran & Ollie	Johnson & Johnson (Alt. wks.) Wildroot Rob. Hood F	Carter (Alt.) Nat King Cole	Gordon Bkg. Kukla, Fran & Ollie	Whitehall News L (Alt. wks.)	Vicks, Lewis-Howe L J. Winters	Gordon Bkg. Kukla, Fran & Ollie	My Friend Flicka (Sus.)	Xavier Cugat Show L
7:15				Genl. Cigar Daly-News		Amer. Can News Caravan	Genl. Cigar Daly-News	Whitehall (Alt. wks.) Kellogg Name That Tune		Genl. Cigar Daly-News		
7:30	Pharmaceuticals Ted Mack Amateur Hour L	Am. Tobacco Private Secretary (Alt. wks.) Jack Benny	Reynolds Metals Circus Boy F	Miller Brewing R. J. Reynolds Wire Service F	B.F.Goodrich (Alt. wks.) Carnation Burns & Allen F	Producers' Showcase (8-9:30 1 wk. of 4)	Gen. Electric Cheyenne (Alt. wks.) Chesebrough Pond's Conflict (Alt. wks.) F	R.J. Reynolds P&G, Phil Silvers F	Quaker Oats News L	American Motors American Dairy Derby Foods Disneyland F	Bristol Myrs. (Alt. wks.) American Home Prod. Arthur Godfrey Show Pillsbury (alt.) Kellogg	Time Inc. Miles Lab. News Caravan L
7:45						Whitehall Lever F Sir Lancelot			Speidel Purex Big Surprise L			TBA F
8:00		Mercury Div. of The Ford Motor Co. The Ed Sullivan Show L	U. S. Time Jergens Brown & Williamson Steve Allen Show L	Firestone Voice of Firestone L	Lvr.-Lptn. (Alt. wks.) Toni Co. Talent Scouts	3/18 Wells Fargo Amer. Tobac. Gen. Foods	Gen. Mills P & G (Alt. wks.) Wyatt Earp F	Lever (Alt. wks.) Sheaffer The Brothers F	L & Myers Max Factor Panic! F	Am. Tobacco U. S. Rubber Navy Log (F)	Colgate The Millionaire* F	Scott Father Knows Best F
8:15						Pharmctcls. Twenty-One						
8:30	*Open Hearing* L						Miles Labs (Alt. wks.) Gen. Electric Broken Arrow F	Pharmaceu. To Tell The Truth L	P&G Jane Wyman F	Eastman Kodak Adv. of Ozzie & Harriet F	R. J. Reynolds I've Got A Secret L	Kraft Foods Television Theatre L
8:45												
9:00	Aluminium, Ltd Union Carbide Omnibus L	Gen. Elect. G E Theatre F	Goodyear Corp. (alt. with) Alcoa TV Playhouse L (3/10) Chevy Show	Dodge Plymouth Lawrence Welk	P&G (Alt. wks.) Gen. Foods I Love Lucy F	Johnson Wax alt. with Mennen Robert Montgomery Presents L	duPont duPont Theatre F	S.C. Johnson (Alt. wks.) Pet Milk Red Skelton L	Armstrong Cork Armstrong Circle Th'tre Kaiser Aluminum Hour L	Ford Ford Theatre F	Revlon 20th Cntry. Fox Hour (Alt. wks.) U. S. Steel U. S. Steel Hour F	P&G This Is Your Life L
9:15												
9:30		Bristol-Myers Hitchcock Theatre F		Top Tunes and New Talent (L)	General Foods December Bride F		Co-op It's Polka Time L	Revlon The $64,000 Question L		Pabst Brewing Co. Mennen Co. Wednesday Night Fights L		
9:45			P&G Loretta Young F									
10:00		P. Lorillard (Alt. wks.) Revlon The $64.000 Challenge			Westinghouse Studio One L			Liggett & M. Do You Trust Your Wife?	Lanolin Plus Hold That Note L			
10:15												
10:30		Helene Curtis (Alt. wks.) Remington What's My Line L										
10:45												

THURSDAY

ABC	CBS	NBC
	Toni, Nestle (Alt. wks.) Valiant Lady	*Tic Tac Dough* L
	Amer. Home Products Love of Life	*It Could Be You* L
	P&G Search for Tomorrow	Close-Up L
	P&G Guiding Light L	
	W. Cronkite 1:10 *Standup & Be Counted* S	Club 60 L
	As The World Turns (Sus.)	
	Nestle 15 Min. (Alt. wks.) Our Miss Brooks F	
	Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
	Colgate Big Payoff	NBC Matinee Theatre (Participating) Color L
Afternoon Film Festival F&L Participating	Bob Crosby (See Footnotes)	
	P&G The Brighter Day	Queen For A Day Participating L
	Am. Home Pr. Secret Storm	
	P&G The Edge of Night	*Modern Romances* L
		Comedy Time F
Mickey Mouse Club (See Footnote) F		
	Whitehall News L	
Gordon Bkg. Kukla, Fran & Ollie		
E. I. duPont Dnly-News	Whitehall News L	Chevrolet Dinah Shore Show L
Gen. Mills Swift & Co. The Lone Ranger F	Quaker Oats Sgt. Preston of the Yukon F	Sperry-Rand News Caravan L
	Reynolds (alt. wks.) Colgate Bob Cummings Show F	Toni (Alt.) DeSoto-Plymouth You Bet Your Life F
Bauer & Black Jet Bon-Ami Hartz Circus L	Chrysler Motors Climax* L	Schick Chesterfield Dragnet F
Armour Int. Cellucotton Danny Thomas F		P&G alt. Borden Co. The People's Choice F
Ralston-Purina Bold Journey F	Bristol Myers (Alt. wks.) Singer	Ford Tenn. Ernie Ford Show L
Air Time '57 L	Ronson (Alt. wks.) Bristol Myrs. Philip Morris (Alt. wks.) Am. Gas Assn Playhouse 90 L	Lever Bros. Lux Video Theatre L

FRIDAY

ABC	CBS	NBC
	Gen. Mills Valiant Lady	*Tic Tac Dough* L
	Amer. Home Products Love of Life	*It Could Be You* L
	P&G Search for Tomorrow	Close-Up L
	P&G Guiding Light L	
	W. Cronkite 1:10 *Standup & Be Counted* S	Club 60 L
	P&G As The World Turns	
	J'son & J'son 15 Min. (Alt. wks.) Our Miss Brooks F	
	Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
	Colgate Big Payoff	NBC Matinee Theatre (Participating) Color L
Afternoon Film Festival F&L Participating	Bob Crosby (See Footnotes)	
	P&G The Brighter Day	Queen For A Day Participating L
	Am. Home Pr. Secret. Storm	
	P&G The Edge of Night	*Modern Romances* L
		Comedy Time F
Mickey Mouse Club (see footnote) F		
	News L	
Gordon Bkg. Kukla, Fran & Ollie		
E. I. duPont Daly-News	News L	Xavier Cugat Show L
National Biscuit Rin Tin Tin F	Hazel Bishop Beat the Clock	Miles News Caravan L
Chesebrough Pond's Am. Chicle Jim Bowie F	Gen. Foods West Point F	Nestle (Alt.) Bobbi & Pamper Blondie F
Chevrolet Crossroads F	Gen. Foods (Alt. wks.) Ford Motor Zane Grey Theatre F	Gulf Life of Riley F
Mogen David Treasure Hunt L	R.J. Reynolds (Alt. wks.) C'gate P'olive Mr. Adams and Eve F	Chevy Show (3/22) Campbell Lever On Trial F
Sterling Drug The Vise F	Schlitz Brewing The Schlitz Playhouse F	Am. Tobacco Ralston-Purina Big Story L
Plymouth Ray Anthony Show L	Brown & Williamson (Alt. wks.) P&G Line Up F	Gillette Cavalcade of Sports L
	Amer. Oil Hamm Time Person To Person L	State Farm Red Barber's Corner L

SATURDAY

ABC	CBS	NBC
	The Big Top (Sus.)	*Cowboy Theater* F
	Gen. Mills (Alt.) Nestle Co., The Lone Ranger F	*Mr. Wizard* L
	Carling Brewing	Co-op
	Professional Hockey (On 3/29)	B&W
	(2 p.m. to concl.)	Carter
	NIT Basketball Games 3/16, 23 2 p.m. to concl. East-West All Star Basketball Game 3/30 2:45 p.m. to concl. James S. Kemper & Co.	Bristol-Myers
		Pro. Basketball Games
Skippy Peanut Butter This Is Galen Drake L	Vincent Lopez (Sus.)	No Net Service
Yardley of London Famous Film Festival (F)	Sylvania The Buccaneers F	R. J. Reynolds Toni People Are Funny F
	P. Lorillard Bulova Jackie Gleason Show L	Sunbeam Gold Seal Noxzema Kleenex RCA S & H Green Stamps Perry Como L
Dodge Div. The Lawrence Welk Show L	Nestle (Alt. wks.) Helene Curtis Gale Storm Show	Olds, RCA, Whirlpool Sat. Spec. (9-10:30) 1 wk. of 4 Quaker Oats B. T. Babbitt Knomark Wesson Caesar's Hour L
American Chicle Ozark Jubilee L	L&M (Alt. wks.) P & G Hey! Jeannie L	
	L&M Gunsmoke F	Armour (alt.) Pet Milk George Gobel L
	Two For The Money (Sus.)	Am. Tobacco Warner Lambert Your Hit Parade L

AFTERNOON

Noon
12:15
12:30
12:45
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EVENING

6:00
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MORNING

SATURDAY AM

CBS: Capt. Kangaroo, Brown Shoe Co., Ludens, Mighty Mouse Playhouse, 10:30 - 11 a.m., General Foods, alt. weeks; Colgate; Winky Dink and You, sus. 11-11:30 a.m.; Tales of Texas Ranger, General Mills, alt. weeks Sweets Co., 11:30-12 noon.

NBC: Pinky Lee Show, 10-10:30 a.m.; I Married Joan, 10:30-11 a.m.; Fury (General Foods), 11-11:30 a.m.; Uncle Johnny Coons, 11:30-12 noon.

SUNDAY AM

CBS: Lamp Unto My Feet, 10-10:30 a.m.; Look Up And Live, 10:30-11 a.m.; Eye on New York, 11-11:30 a.m.; Camera Three, 11:30-12 noon.

MONDAY-FRIDAY AM

CBS: Good Morning, 7-8 a.m.; Captain Kangaroo, 8-9 a.m. (participating sponsors); Garry Moore, M-Th., 10-10:30 a.m.; Fri., 10-11:30 a.m.; Arthur Godfrey, M-Th., 10-10:30; (see footnotes); Strike It Rich, 11:30-12 noon.

NBC: Today, 7-9 a.m. (participating sponsors).

FOOTNOTES:

Explanation: Programs in italics, sustaining; Time, EST, L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

ABC — Mickey Mouse Club Mon.-Fri. 5-6. Am. Par., Armour, Bristol-Myers, Carnation, Coca-Cola, Gen. Mills, Mattel, Miles Labs, Minnesota Mining, SOS, Pillsbury Mills, Peter Shoe Co.

CBS—Garry Moore M.-Fri. 15 min. segments sponsored by Campbell Soup, Lever Bros., Toni, Best Foods, Yardley, Staley, Chevrolet, SOS, Swift & Co. Hoover, Nestle, Johnson & Johnson, Pittsburgh Plate Glass, Bird & Son.

Arthur Godfrey M.-Thurs. 15 min. segments sponsored by Bristol Myers, Standard Brands, Norwich Pharmacal, Pillsbury, Kellogg, Simoniz, General Foods, Scott Paper, Sherwin Williams, Mutual of Omaha.

House Party—15 min. segments sponsored by Kellogg, Lever, Pillsbury, Swift, Campbell Soup, Simoniz, Standard Brands.

Bob Crosby—15 min. segments sponsored by Gerber Prod., Procter & Gamble, General Mills, Wesson Oil, Best Foods, Toni, Brown & Williamson, SOS, Swift & Co., Mentholatum.

SPECIAL PROGRAMS

*CBS—See It Now, 5-6 p.m. March 3, 31; Hemo the Magnificent, 9-10 p.m., March 20; Shower of Stars, 8:30-9:30 p.m., March 7.

**NBC—Chevy Show, 9-10 p.m., March 10.

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BROADCASTING & TELECASTING

March 4, 1957

B•T TELESTATUS

► WKRC-TV (12) CBS; Katz; 662,236; N; $1,000
► WLWT (5) NBC; WLW Sls.; 487,000; N; $800
WQXN-TV (54) Forjoe; 5/14/53-Unknown

CLEVELAND—
► WEWS (5) ABC; Blair; 1,210,000; N; $1,650
► KYW-TV (3) NBC; Peters, Griffin, Woodward; 1,249,019; N; $1,950
► WJW-TV (8) CBS; Katz; 1,146,150; N; $2,000
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown

COLUMBUS—
► WBNS-TV (10) CBS; Blair; 539,480; N; $825
► WLWC (4) NBC; WLW Sls.; 361,000; N; $800
► WOSU-TV (*34)
► WTVN-TV (6) ABC; Katz; 381,451; $600

DAYTON—
► WHIO-TV (7) CBS; Hollingbery; 637,330; N; $800
► WLWD (2) ABC, NBC; WLW Sls.; 332,000; N; $800
WIFE (22) See footnote

ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown

LIMA—
► WIMA-TV (35) NBC, CBS, ABC; H-R; 76,487; $150

MANSFIELD†—
WTVG (36) 6/3/54-Unknown

MASSILLON†—
WMAC-TV (23) Petry; 9/4/52-Unknown

OXFORD—
WMUB-TV (*14) 7/19/56-Unknown

STEUBENVILLE (WHEELING, W. VA.)—
► WSTV-TV (9) CBS, ABC; Avery-Knodel; 1,045,580; N; $500
► WTRF-TV (7) See Wheeling

TOLEDO—
► WSPD-TV (13) CBS, ABC, NBC; Katz; 406,000; N; $1,000
WTOH-TV (79) 10/20/54-Unknown

YOUNGSTOWN—
► WFMJ-TV (21) NBC; Headley-Reed; 202,771; N; $400
► WKBN-TV (27) CBS, ABC; Raymer; 202,534; N; $450
WXTV (73) 11/2/55-Unknown

ZANESVILLE—
► WHIZ-TV (18) NBC, ABC, CBS; Pearson; 51,349; $150

OKLAHOMA

ADA—
► KTEN (10) ABC (CBS, NBC per program basis); Venard; 95,639; N; $225

ARDMORE—
► KVSO-TV (12) NBC; Pearson; 81,000; N; $150

ENID—
► KGEO-TV (5) ABC; Pearson; 264,510; N; $600

LAWTON—
► KSWO-TV (7) ABC; Pearson; 71,000; $150

MUSKOGEE—
► KTVX (8) ABC; Avery-Knodel; 290,687; $500

OKLAHOMA CITY—
► KETA (*13)
► KWTV (9) CBS, ABC; Avery-Knodel; 402,213; N; $800
► WKY-TV (4) NBC, ABC; Katz; 402,213; N, LL, LF, LS; $920
KTVQ (25) See footnote

TULSA—
► KOTV (6) CBS; Petry; 319,312; N; $825
► KTVX (8) (See Muskogee)
► KVOO-TV (2) NBC; Blair; 319,312; N, LF, LS; $750
KOED-TV (*11) 7/21/54-Unknown
KSPG (17) 2/4/54-Unknown
KCEB (23) See footnote

OREGON

EUGENE—
► KVAL-TV (13) NBC, ABC (CBS per program basis); Hollingbery; 82,690; N; $300

KLAMATH FALLS†—
► KOTI (2) CBS, ABC, NBC; Blair Tv Assoc.; 12,500; $150

COOS BAY—
KOOS-TV (16) 9/4/56-Unknown

MEDFORD—
► KBES-TV (5) ABC, CBS, NBC; Blair Tv Assoc.; 39,850; $250

PORTLAND—
► KGW-TV (8) ABC; Blair; 325,077; $700
► KLOR (12) Hollingbery; 370,000; N; $700
► KOIN-TV (6) CBS; CBS Spt Sls.; 385,000; N; $700
► KPTV (27) NBC; NBC Spot Sls.; 356,442; N, LF, LS; $700

ROSEBURG—
► KPIC (4) Hollingbery; 12,643; $150 (satellite of KVAL-TV Eugene, Ore.)

SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WQCY (39) Weed; 8/12/53-Unknown
WFMZ-TV (67) See footnote

ALTOONA—
► WFBG-TV (10) CBS, ABC, NBC; Blair; 448,500; $750

BETHLEHEM—
► WLEV-TV (51) NBC; Meeker; 89,307; N; $200

EASTON†—
► WGLV (57) ABC; Headley-Reed; 94,635; $175

ERIE—
► WICU (12) NBC, ABC; Petry; 223,500; N; $700
► WSEE (35) CBS, ABC; Avery-Knodel; 164,000; $250

HARRISBURG—
► WCMB-TV (27) Forjoe; $200
► WHP-TV (55) CBS; Bolling; 241,449; $325
► WTPA (71) ABC; Harrington, Righter & Parsons; 242,000; N; $350

HAZLETON†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

JOHNSTOWN—
► WARD-TV (56) ABC, CBS; Weed; $200
► WJAC-TV (6) NBC, ABC; Katz; 1,051,699; N, LL, LS, LF; $1,000

LANCASTER (HARRISBURG, YORK)—
► WGAL-TV (8) NBC, CBS; Meeker; 917,320; N, LS, LF; $1,200
WLAN-TV (21) 11/8/56-Unknown

LEBANON†—
WLBR-TV (15) See footnote

NEW CASTLE—
WKST-TV (45) See footnote

PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; 2,094,852; N, LF, LS; $3,250
► WFIL-TV (6) ABC; Blair; 2,235,000; N, LL, LS, LF; $3,200
► WRCV-TV (3) NBC; NBC Spot Sls.; 2,090,000; N, LL, LF, LS; $3,200
WHYY-TV (*35) 3/28/56-Unknown
WPHD (23) 9/28/55-Unknown
WSES (29) 3/28/56-Unknown

PITTSBURGH—
► KDKA-TV (2) NBC, CBS, ABC; Peters, Griffin, Woodward; 1,200,000; N; $2,000
► WENS (16) ABC; Branham; 445,000; $450
► WQED (*13)
WIIC (11) CBS; Blair; 7/20/55-Unknown
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Tv City Inc. (4) Initial Decision 4/23/56
WKJF-TV (53) See footnote

READING—
WEEU-TV (33) See footnote
WHUM-TV (61) See footnote

SCRANTON—
► WARM-TV (16) ABC; Bolling; 250,000; $225
► WGBI-TV (22) CBS; H-R; 310,000; N; $500
WTVU (44) See footnote

SHARON†—
WSHA (39) 1/27/54-Unknown

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; 306,000; N; $450
► WILK-TV (34) ABC; Avery-Knodel; 306,000; N; $300

WILLIAMSPORT†—
WRAK-TV (36) 11/32/52-Unknown

YORK—
► WNOW-TV (49) Keller; 137,500; $200
► WSBA-TV (43) ABC; Young; 138,480; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC; Weed; 1,404,202; N; $1,200
► WPRO-TV (12) CBS; Blair; 1,404,202; $1,100
WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) ABC; Headley-Reed; 127,550; N; $150

CAMDEN†—
WACA-TV (14) 6/3/53-Unknown

CHARLESTON—
► WCSC-TV (5) CBS, ABC; Peters, Griffin, Woodward; 136,329; N; $300
► WUSN-TV (2) NBC, ABC; Weed; 202,000; $300

COLUMBIA—
► WIS-TV (10) NBC, ABC; Peters, Griffin, Woodward; 220,873; N; $400
► WNOK-TV (67) CBS, ABC; Raymer; 110,000; $200

FLORENCE—
► WBTW (8) CBS, NBC, ABC; CBS Spot Sls.; 148,000; N; $300

GREENVILLE—
► WFBC-TV (4) NBC; Weed; 264,623; N; $450
WGVL (23) See footnote

SPARTANBURG—
► WSPA-TV (7) CBS; Hollingbery; 286,765; N; $450

SOUTH DAKOTA

ABERDEEN†—
KDHS (9) 8/30/56-Unknown

DEADWOOD†—
KDSJ-TV (5) 8/8/56-Unknown

FLORENCE—
► KDLO-TV (3) (Satellite of KELO-TV Sioux Falls)

RAPID CITY†—
► KOTA-TV (3) CBS, ABC, NBC; Headley-Reed; 19,190; $150
KRSD-TV (7) 12/20/56-Unknown

RELIANCE†—
KPLO-TV (6) 12/20/56-Unknown (Satellite of KELO-TV Sioux Falls)

SIOUX FALLS—
► KELO-TV (11) NBC, ABC, CBS; H-R; 195,330 (includes satellite KDLO-TV Florence); $450

TENNESSEE

BRISTOL—
► WCYB-TV (5) (See Bristol, Va.)

CHATTANOOGA—
► WDEF-TV (12) CBS, ABC; Branham; 221,272; N; $450
► WRGP-TV (3) NBC, ABC; H-R; 229,164; N; $400

JACKSON—
► WDXI-TV (7) CBS, ABC; Headley-Reed; 103,500; N; $200

JOHNSON CITY—
► WJHL-TV (11) CBS, ABC; Pearson; 215,000; $300

KNOXVILLE—
► WATE-TV (6) NBC; Avery-Knodel; 183,114; N; $600
► WBIR-TV (10) CBS; Katz; 186,080; N; $600
► WTVK (26) ABC; Pearson; 168,455; N; $300

MEMPHIS—
► WHBQ-TV (13) ABC; H-R; 492,189; $800
► WKNO-TV (*10)
► WMCT (5) NBC; Blair; 492,189; N; $900
► WREC-TV (3) CBS; Katz; 492,189; $900

NASHVILLE—
► WLAC-TV (5) CBS; Katz; 386,561; N; $750
► WSIX-TV (8) ABC; Hollingbery; 380,000; $575
► WSM-TV (4) NBC; Petry; 285,062; N, LF, LS; $825

TEXAS

ABILENE—
► KRBC-TV (9) NBC; Raymer; 64,058; $225

ALPINE—
KAMT-TV (12) 8/30/56-Unknown

AMARILLO—
► KFDA-TV (10) CBS, ABC; Blair Tv Assoc.; 97,391; $340
► KGNC-TV (4) NBC; Katz; 97,391; N; $340

AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC; Raymer; 167,956; N; $400

BEAUMONT—
► KFDM-TV (6) CBS, ABC; Peters, Griffin, Woodward; 118,873; N; $350
KBMT (31) See footnote

BIG SPRING—
► KBST-TV (4) CBS; Branham; 48,453; $150 (satellite of KDUB-TV Lubbock)

BROWNWOOD—
KNBT-TV (19) 6/6/56-Unknown

BRYAN—
KBTX-TV (3) 11/5/56-March 15

CORPUS CHRISTI—
► KRIS-TV (6) NBC, ABC; Peters, Griffin, Woodward; 80,000; N; LF, LS; $300
► KSIX-TV (10) CBS; H-R; $250
► KVDO-TV (22) ABC; Young; 47,000; $150

DALLAS—
► KRLD-TV (4) CBS; Branham; 602,525; N; $1,100
► WFAA-TV (8) ABC, NBC; Petry; 602,525; N; $1,000

EL PASO—
► KILT (13) ABC; Young; 85,101; $250
► KROD-TV (4) ABC, CBS; Branham; 101,555; N; $450
► KTSM-TV (9) NBC; Hollingbery; 97,257; N; $325

FT. WORTH—
► WBAP-TV (5) ABC, NBC; Peters, Griffin, Woodward; 600,000; N, LL, LF, LS; $1,000
► KFJZ-TV (11) Blair; 540,930; $600

GALVESTON (HOUSTON)—
► KGUL-TV (11) CBS; CBS Spot Sls.; 500,100; N; $1,000

HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
► KGBT-TV (4) CBS, ABC; H-R; 85,817 (plus 8,000 Mexican coverage); $300

HOUSTON—
► KPRC-TV (2) NBC; Petry; 510,000; N; $1,000
► KTRK (13) ABC; Hollingbery; 510,000; N, LF, LS; $850
► KUHT (*8)
► KGUL-TV (11) See Galveston
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown

LAREDO†—
► KHAD-TV (8) CBS, NBC, ABC; Pearson; 14,348; $150

LUBBOCK—
► KCBD-TV (11) NBC, ABC; Raymer; 138,549; N; $350
► KDUB-TV (3) CBS; Branham; 141,191; N, LS, LF; $350 (film)

LUFKIN—
► KTRE-TV (9) Venard; 60,106; $225 (Station receives NBC shows from KPRC-TV Houston.)

MIDLAND—
► KMID-TV (2) NBC, ABC; Venard; 78,000; $200

ODESSA—
► KOSA-TV (7) CBS; Pearson; 90,164; $250

PORT ARTHUR—
KPAC-TV (4) initial decision—2/15/57

SAN ANGELO—
► KTXL-TV (8) CBS, NBC, ABC; Vernard; 44,622; $200

SAN ANTONIO—
► KCOR-TV (41) O'Connell; 70,000; $200
► KENS-TV (5) CBS; Peters, Griffin, Woodward; 348,532; N; $700
► KONO-TV (12) ABC; H-R; 350,000; N; $560
► WOAI-TV (4) NBC; Petry; 348,532; N, LL, LS, LF; $700

SWEETWATER (ABILENE)—
► KPAR-TV (12) CBS; Branham; 63,341; $200 (satellite of KDUB-TV Lubbock, Tex.)

TEMPLE (WACO)—
►KCEN-TV (6) NBC; Hollingbery; 155,162; N; $300

TEXARKANA (ALSO TEXARKANA, ARK.)—
►KCMC-TV (6) CBS, ABC; Venard; 100,000; N; $260

TYLER—
►KLTV (7) NBC, ABC, CBS; H-R; 108,000; $300

WACO (TEMPLE)—
►KWTX-TV (10) ABC, CBS; Raymer; 139,696; N; $250

WESLACO (BROWNSVILLE, HARLINGEN, McALLEN)—
►KRGV-TV (5) NBC; Raymer; 85,817 (plus 8,000 Mexican coverage); $250

WICHITA FALLS—
►KFDX-TV (3) NBC, ABC; Raymer; 127,000; N; $350
►KSYD-TV (6) CBS; Blair Tv Assoc.; 127,000; N; $300

UTAH

SALT LAKE CITY—
►KSL-TV (5) CBS; CBS Spot Sls.; 212,000; N; $600
►KTVT (4) NBC; Katz; 212,000; N, LS; $600
►KUTV (2) ABC; Avery-Knodel; 212,000; $600
KUTA (7*) 12/13/56-September

VERMONT

BURLINGTON—
►WCAX-TV (3) CBS; Weed; 147,000; $350

VIRGINIA

ARLINGTON—
WARL-TV (20) 10/10/56-Unknown

BRISTOL—
►WCYB-TV (5) NBC, ABC; Weed; 368,870; N, LF, LS; $300

DANVILLE†—
WBTM-TV (24) See footnote

HAMPTON—
►WVEC-TV (15) See Norfolk

HARRISONBURG—
►WSVA-TV (3) ABC, CBS, NBC; Peters, Griffin Woodward; 139,617; $250

LYNCHBURG—
►WLVA-TV (13) ABC; Hollingbery; 308,675; N; $300 (film)

NEWPORT NEWS—
WACH-TV (33) See footnote

NORFOLK—
►WTAR-TV (3) CBS, ABC; Petry; 422,196; N, LS, LF; $875
►WTOV-TV (27) McGillvra; 210,000; $380
►WVEC-TV (15) NBC; Avery-Knodel; 187,000; N; $400

PETERSBURG—
►WXEX-TV (8) See Richmond

PORTSMOUTH—
WAVY-TV (10) ABC; H-R; 5/30/56-April

RICHMOND—
►WRVA-TV (12) CBS; Harrington, Righter & Parsons; N, LF, LS; $700
►WTVR (6) ABC; Blair; 408,240; N, LF, LS; $875
►WXEX-TV (8) NBC; Forjoe; 415,835; N, LF, LS; $750

ROANOKE—
►WDBJ-TV (7) CBS; Peters, Griffin, Woodward; 402,000; $600
►WSLS-TV (10) ABC, NBC; Avery-Knodel; 402,000; N, LF, LS; $675

WASHINGTON

BELLINGHAM—
►KVOS-TV (12) CBS; Forjoe; 279,857; $435

EPHRATA†—
KBAS-TV (43) 5/4/56-February (Satellite of KIMA-TV Yakima, Wash.)

PASCO—
►KEPR-TV (19) CBS, ABC, NBC; Weed; 35,000; N; $200 (Satellite of KIMA-TV Yakima)

SEATTLE (TACOMA)—
►KCTS (*9)
►KING-TV (5) ABC; Blair; 554,300; N, LF, LS; $1,100
►KOMO-TV (4) NBC; NBC Spot Sls.; 54,300; N, LL, LF, LS; $1,125
►KTNT-TV (11) CBS; Weed; 554,300; N; $900
►KTVW (13) Hollingbery; 554,300; $600
KIRO-TV (7) Initial Decision 4/5/55

SPOKANE—
►KHQ-TV (6) NBC, Katz; 204,783; N, LL, LF, LS. $550
►KREM-TV (2) ABC; Petry; 204,783; N, LF, LS; $450
►KXLY-TV (4) CBS; Avery-Knodel; 204,783; N; $600

VANCOUVER†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

WALLA WALLA—
KRTV (8) 10/24/56-Unknown (Satellite of KIMA-TV Yakima, Wash.)

YAKIMA—
►KIMA-TV (29) CBS, ABC, NBC; Weed; 81,000; $450

WEST VIRGINIA

BLUEFIELD—
►WHIS-TV (6) NBC, ABC; Katz; 173,684; N; $200

CHARLESTON—
►WCHS-TV (8) CBS; Branham; 540,340; N, LF, LS; $550
WKNA-TV (49) See footnote

CLARKSBURG†—
WBLK-TV (12) Branham; 2/17/54-Unknown

FAIRMONT†—
►WJPB-TV (35) Gill-Perna; $200

HUNTINGTON—
►WHTN-TV (13) ABC; Petry; 365,005; N; $450
►WSAZ-TV (3) NBC; Katz; 564,745; N, LL, LF, LS; $1,000

OAK HILL (BECKLEY)—
►WOAY-TV (4) ABC; Pearson; 357,230; $200

PARKERSBURG—
►WTAP (15) NBC, ABC, CBS; Pearson; 58,750; $150

WHEELING (STEUBENVILLE, OHIO)—
►WTRF-TV (7) NBC, ABC; Hollingbery; 312,640; N; $500
►WSTV-TV (9) See Steubenville, Ohio
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
►WEAU-TV (13) NBC, ABC; Hollingbery; 132,000; N; $350

GREEN BAY—
►WBAY-TV (2) CBS; Weed; 247,000; $500
►WFRV-TV (5) ABC, CBS; Headley-Reed; 245,000; N; $300
►WMBV-TV (11) See Marinette

LA CROSSE—
►WKBT (8) CBS, NBC, ABC; H-R; 130,000; $360

MADISON—
►WHA-TV (*21)
►WISC-TV (3) CBS; Peters, Griffin, Woodward; 309,275; N, LF, LS; $550
►WKOW-TV (27) ABC; Headley-Reed; 130,500; N; $250
►WMTV (33) NBC; Young; 140,000; N; $280

MARINETTE (GREEN BAY)—
►WMBV-TV (11) NBC, ABC; Venard; 220,826; $250

MILWAUKEE—
►WISN-TV (12) ABC; Petry; 700,000; N, LF, LS; $1,000
►WITI-TV (6) Branham; 630,000; N, LL, LF, LS; $500
►WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 781,222; N, LL, LF, LS; $1,150
►WXIX (19) CBS, CBS Spot Sls.; 387,500; N; $800
WFOX-TV (31) 5/4/55-Unknown
WMVS-TV (*10) 6/6/56-Unknown
WCAN-TV (25) See footnote

SUPERIOR (DULUTH, MINN.)—
►WDSM-TV (6) NBC, ABC; Peters, Griffin, Woodward; 128,200; N; $400
►KDAL-TV (3) See Duluth, Minn.

WAUSAU—
►WSAU-TV (7) CBS, NBC, (ABC per program basis); Meeker; 103,900; $350

WHITEFISH BAY—
►WITI-TV (6) See Milwaukee

WYOMING

CASPER—
KTWO-TV (2) 10/17/56-March; Meeker; $150
KSPR-TV (6) 1/30/57-Unknown

CHEYENNE—
►KFBC-TV (5) CBS, ABC, NBC; Hollingbery; 70,972; $150

RIVERTON—
KWRB-TV (10) 9/26/56-June

ALASKA

ANCHORAGE†—
►KENI-TV (2) ABC, NBC; Fletcher, Day; 25,000; $100
►KTVA (11) CBS; Alaska Radio-Tv Sls.; 25,000; $150

FAIRBANKS†—
►KFAR-TV (2) NBC, ABC; Fletcher, Day; 9,600; $150
►KTVF (11) CBS; Alaska Radio-Tv Sls.; 10,300; $135

JUNEAU†—
►KINY-TV (8) CBS; Alaska Radio-Tv Sls.; 2,500; $60

GUAM

AGANA†—
►KUAM-TV (8) NBC, CBS; Young; 5,000; $120

HAWAII

HILO†—
►KHBC-TV (9) (Satellite of KGMB-TV Honolulu)

HONOLULU†—
►KGMB-TV (9) CBS; Peters, Griffin, Woodward; 109,000 (includes Hilo and Wailuku satellites); $350
►KONA (2) NBC; NBC Spot Sls.; 102,000 (includes Wailuku satellite); $350
►KULA-TV (4) ABC; Young; 94,380; $250
KHVH-TV (13) 12/6/56-April; Raymer

WAILUKU†—
►KMAU-TV (3) (Satellite KGMB-TV Honolulu)
►KMVI-TV (12) (Satellite KONA Honolulu)

PUERTO RICO

CAGUAS†—
WSUR-TV (9) 4/25/56-Unknown

MAYAGUEZ†—
►WORA-TV (5) CBS, ABC; Young; 30,000; N; $150

PONCE†—
WKBM-TV (11) 5/3/36-Unknown

SAN JUAN†—
►WAPA-TV (4) ABC, NBC; Caribbean Networks; 140,000; $250
►WKAQ-TV (2) CBS; Inter-American; 140,000; $375
WIPR-TV (*6) 2/2/55-Unknown

CANADA

BARRIE, ONT.—
►CKVR-TV (3) Mulvihill, Canadian Ltd.: 36,870

BRANDON, MAN.†—
►CKX-TV (5) CBC; All-Canada, Weed; 13,997; $170

CALGARY, ALTA.†—
►CHCT-TV (2) CBC; All-Canada, Weed; 53,285; $280

CHARLOTTETOWN, P.E.I.†—
►CFCY-TV (13) CBS; All-Canada, Weed; 20,000; $190

EDMONTON, ALTA.†—
►CFRN-TV (3) CBC; Canadian Reps., Oaks, Tv Reps. Ltd.; 64,000; $325

HALIFAX, N. S.†—
►CBHT (3) CBC, CBS; CBC; 40,000; $300

HAMILTON, ONT.—
►CHCH-TV (11) CBC; All-Canada, Young; 542,116; $550

KINGSTON, ONT.—
►CKWS-TV (11) CBC; All-Canada; 52,000; $280

KITCHENER, ONT.—
►CKCO-TV (13) CBC; Hardy, Hunt, Weed; 311,413; $400

LETHBRIDGE, ALTA†—
►CJLH-TV (7) CBC; All-Canada, Weed; 18,900; $160

LONDON, ONT.—
►CFPL-TV (10) CBC, ABC, CBS, NBC; All-Canada, Weed; 109,920; $450

MONCTON, N. B.—
►CKCW-TV (2) CBC, ABC, CBS, NBC; Canadian Reps.; $60,000; $200

MONTREAL, QUE.—
►CBFT (2) CBC (French); CBC; 494,000; $1,000
►CBMT (6) CBC; CBC; 484,000; $750

NORTH BAY, ONT.—
►CKGN-TV (10) CBC; Canadian Reps.; 13,500; $160

OTTAWA, ONT.—
►CBOFT (9) CBC (French); CBC; 82,000; $300
►CBOT (4) CBC; CBC; 98,000; $400

PETERBOROUGH, ONT.—
►CHEX-TV (12) CBC; All-Canada, Weed; 36,000; $260

PORT ARTHUR, ONT.—
►CFPA-TV (2) CBC; All-Canada, Weed; 22,400; $170

QUEBEC CITY, QUE.—
►CFCM-TV (4) CBC; Hardy, Hunt, Weed; 30,000; $350
►CKMI-TV (5) Weed

REGINA, SASK.†—
►CKCK-TV (2) CBC; All-Canada, Weed; 42,500; $260

RIMOUSKI, QUE.†—
►CJBR-TV (3) CBC (French); Stovin, Canadian Reps.; 30,000; $240

ST. JOHN, N. B.†—
►CHSJ-TV (4) CBC, ABC, CBS, NBC; All-Canada, Weed; 70,554 (including U. S.); $300

ST. JOHN'S, NFLD.†—
►CJON-TV (6) CBC, CBS, NBC, ABC; Weed; 21,000; $250

SASKATOON, SASK.†—
►CFQC-TV (8) CBC, ABC, CBS, NBC; Canadian Reps. Tv Reps. Ltd., Oakes; 27,080; $230

SAULT STE. MARIE, ONT.—
►CJIC-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 17,000; $260

SHERBROOKE, QUE.†—
►CHLT-TV (7) CBC; Canadian Reps., Hardy; 500,000; $400

SUDBURY, ONT.—
►CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 19,590; $220

SYDNEY, N. S.†—
►CJCB-TV (4) CBC; All-Canada, Weed; 46,690; $240

TIMMINS, ONT.—
►CFCL-TV (6) CBC; Renaurd, McGillvra; 16,500; $160

TORONTO, ONT.—
►CBLT (6) CBC; CBC; 480,000; $1,000

VANCOUVER, B. C.†—
►CBUT (2) CBC; CBC; 159,000; $580

VICTORIA, B. C.—
►CHEK-TV (6) CBC; Tv-Reps. Ltd, Forjoe; 30,000; $210

WINDSOR, ONT. (DETROIT, MICH.)—
►CKLW-TV (9) CBC; Young; 1,568,000 (including U. S.); $1,100

WINGHAM, ONT.—
►CKNX-TV (8) CBC; All-Canada, Young; 25,000; $235

WINNIPEG, MAN.†—
►CBWT (4) CBC; CBC; 75,000; $400

MEXICO

JUAREZ† (EL PASO, TEX.)—
►XEJ-TV (5) National Times Sales; 91,040; $240

TIJUANA (SAN DIEGO)—
►XETV (6) ABC; Weed; 409,420; $700

The following stations have suspended regular operation but have not turned in CP's: KBID-TV Fresno, Calif.; WPFA-TV Pensacola, Fla.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WWOR-TV Worcester, Mass.; WTVE (TV) Elmira, N. Y.; WFTV Duluth, Minn.; WCOC-TV Meridian, Miss.; WHTO-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WICA-TV Ashtabula, Ohio; WGVL (TV) Greenville, S. C.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KTVQ (TV) Oklahoma City, Okla.; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown, Pa.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; WEEU-TV Reading, Pa.; WNET (TV) Providence, R.I.; KNUZ-TV Houston, Tex; WBTM-TV Danville, Va.; WACH-TV Newport News, Va.; WKNA-TV Charleston, W. Va.; WHUM-TV Reading, Pa.; WCAN-TV Milwaukee; WTAO-TV Cambridge, Mass.; WBLN (TV) Bloomington, Ill.; WTVU (TV) Scranton, Pa.; WTOM-TV Lansing, Mich.; KMBT (TV) Beaumont, Tex.; WKNY (TV) Poughkeepsie, N. Y.; WATL-TV Atlanta, Ga.

Another way SRDS helps sell time

you are assured
of representation
at the "point of sale"

...at times when buyers are at the
"thumbs-up, thumbs-down"
stage, and all other opportunities
for telling your story are closed.

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AT QUEBEC: 5 MEETS IN 4 DAYS

LAST WEEK of March will be a busy one for Canadian broadcasters, with meetings scheduled at the Chateau Frontenac Hotel, Quebec City, for the Canadian Assn. of Radio & Television Broadcasters, Bureau of Broadcast Measurement, and regional associations of the Atlantic region, French-language group, and Central Canada region.

The meetings will be held within the four-day-period March 24-27. Bureau of Broadcast Measurement will start the series on Sunday, March 24, with its latest survey and future plans. BBM's annual meeting will be held late on the afternoon of March 26.

Regional meetings of the Atlantic Assn. of Broadcasters, French-language Radio Broadcasters Assn., and Central Canada Assn. of Broadcasters will be held during the four-day meet.

CARTB annual meeting will be divided into radio, business and television days, with radio and tv sessions open to guests, and the business session open only for members and associates.

The radio sessions will be held March 25 with Frederic Gregg of Young & Rubicam, Inc., New York, as one of a number of U. S. guest speakers. He will talk on what a station can do for an advertiser. Other guest speakers include Arthur Porter of J. Walter Thompson Co., New York, Barney Corson, Tidy House Products Co., New York; and Dr. Paul Lazarsfeld, Bureau of Applied Social Research, Columbia U., New York.

Tuesday, March 26, will be closed sessions for CARTB business and elections. Special tours, films, and shows will be provided for guests not attending the business sessions. The annual CARTB dinner, at which awards will be presented (including the John J. Gillin Jr. Award for public service and the Keith Rogers Award for engineering), will have as guest speaker Frank G. Clement, governor of Tennessee.

Wednesday, March 27, will be tv day and speakers include Rod Erickson, Young & Rubicam, New York; William C. Dekker, McCann-Erickson, New York, and Herb Stewart, manager of CHCT-TV Calgary, Alta., who will be chairman of the industry panel.

Soviet Station Goes Commercial

THE East Berlin transmitter of the Soviet Zone Radio Service has started commercial programs. The station is believed to be first in Communist East Germany permitted to use commercial radio programs. There are two commercial one-hour segments on the air per week—Tuesday and Friday, 7 to 8 a.m. periods only. As there are no large private companies remaining in East Germany, commercial radio is being directed by state-operated agencies and so-called "People-owned companies."

English Commercial Tv 'Solvent'

COMMERCIAL television in England "as a whole is now a completely financially solvent affair. It is at this moment breaking even," said Norman Collins, deputy chairman of Associated TeleVision, at a press conference held in Birmingham recently. "We are now recovering our losses at a greater speed than we anticipated when we started," Mr. Collins said.

10 Million See ITA Programs

INDEPENDENT tv programs can now be seen in England by more than 10 million viewers in nearly three million homes, according to figures issued by Television Audience Measurement Ltd. Since independent tv began, the potential audience has risen from 700,000 viewers to a total of 10,015,000. Since the start of 1957, the number of homes able to receive independent tv shows has increased by a weekly average of some 35,000 in all areas.

'25 PENNY OPERA' FAILS TO JELL

ANGERED BY a waspish letter-to-the-editor appearing in the *Kingston-Whig-Standard* regarding the dropping by CKWS Kingston, Ont., of the Saturday afternoon Metropolitan Opera broadcasts, Station Manager Arthur L. Davies in a reply said the broadcasts would be resumed on the station if 400 local opera lovers contributed 25 cents each per broadcast towards paying half the station's losses on carrying the program.

The station reported that two months after the letters appeared in the paper not one 25 cents had been contributed, and that no letters had been received by the station regarding the proposal.

The exchange of letters started with one by Prof. A.R.M. Lower of Queens University, Kingston, Ont., who charged the program had been dropped by the station to get "a few more dollars out of its commercials."

Prof. Lower some months ago appeared before the Royal Commission on Broadcasting "trying to strengthen our public (state-owned) system."

Mr. Davies in his reply, stated that CKWS receives $17.10 for carrying the opera broadcast for 3½ hours, a loss in commercial revenue of $200 a week. It had carried the opera for 14 years on this basis. This small payment did not begin to pay for power used, equipment and staff wages for the time of the broadcast, he said.

Mr. Davies then suggested that Prof. Lower or anyone else form an association and collect $100 a week, pay this amount into CKWS for the remainder of the opera season, and CKWS would again carry the opera program, subject to the consent of the Canadian Broadcasting Corp. The station would contribute $100 in losses in commercial time.

THE CALIF.-ORE. TV TRIO

The *Smullin* TV Stations

KOTI CHANNEL 2 Klamath Falls, Ore.
KIEM CHANNEL 3 Eureka, Calif.
KBES CHANNEL 5 Medford, Ore.
CBS NBC ABC

Three markets—one billing

MARKET FACTS

POPULATION	338,800
FAMILIES	109,800
TV FAMILIES	81,252
RETAIL SALES	$474,450,000
CONSUMER SPENDABLE INCOME	$591,194,000

"The Calif.-Ore. TV TRIO bridges the gap between San Francisco & Portland with EXCLUSIVE VHF Coverage on Channels 2, 3 & 5."

for CALIF.-ORE. TV TRIO
call Don Telford, Mgr.
Phone Eureka, Hillside 3-3123 TWX EK16

or ask BLAIR *Television* ASSOCIATES INC. national representatives

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FIRST 100 MARKETS
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IOWA
DAVENPORT
EAST MOLINE
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MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
WHBF
RADIO & TELEVISION
the station
of marketing success
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Somewhere Every Day
Radio and Television Stations are accused of Committing
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INVASION OF PRIVACY
COPYRIGHT VIOLATION
based upon acts of Station, Staff, Announcers, Speakers, Performers, Commentators
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BUT YOU CAN INSURE
effectively against embarrassing loss by having our unique policy at almost trifling cost.
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KANSAS CITY, MO.

Commercial Tv Operations Explained by Bavarian Radio

BAVARIAN RADIO has attempted to clarify the legal status of its commercial television operations by explaining that funds it receives in a contract with Bavarian Commercial Television Corp. (Bayerische Werbe Fernseh GmbH) are used to subsidize organizations outside the broadcasting field (local theatres, symphony orchestras, etc.).

At a recent press conference in Munich, officials of Bavarian Radio, a non-profit, state-operated organization, said BR is giving 30 minutes of air time per day to privately-owned Bavarian Commercial Tv, and must spend the money it gets from the corporation.

Still pending, however, is the German newspaper publishers' association suit filed late last year against Bavarian Radio and Radio Free Berlin for presenting commercial time segments in its programs as state-operated monopolies [B•T, Dec. 24, 1956]. Existing German radio stations have been broadcasting commercial time segments within their otherwise non-commercial programs for many years, but publishers say that only entirely private companies have the right to be active in commercial advertising fields.

German newspaper publishers also are leading pressure groups seeking to establish privately owned and operated television stations, which as yet are not in existence there.

The situation in Germany now is comparable with that in Great Britain before the advent of ITA in that country. Existing German stations, equivalent to BBC in Great Britain, are trying to keep competition out of the picture, while private groups are seeking to form an ITA-like network. Big difference, however, is that present German stations, unlike BBC, already have succeeded in including commercial programs into their fare.

2,400,600 Video Households Reported in Canada for 1956

CANADA had a total of 2,400,600 television households at the end of 1956, according to a report issued by the Bureau of Broadcast Measurement, Toronto, Ont. The BBM report shows total Canadian population at year's end of 16,014,900 with 4,033,200 households.

Geographically Ontario has the highest percentage of tv households. Out of a population of 5,359,300 with 1,410,300 households there were 1,025,700 households, or 73%, with tv sets. In Quebec province, with 4,632,200 population and 1,032,100 households, 69% or 712,000 households had tv receivers.

In Nova Scotia 53% of the households, or 89,000, had tv sets; in British Columbia 50% or 195,200 households; in Manitoba 47% or 112,300 households; in New Brunswick 43% or 54, 500 households; in Alberta 41% or 122,700 households; in Saskatchewan 27% or 67,100 households; in Prince Edward Island 23% or 5,900 households; and in Newfoundland 19% or 16,200 households.

OFFICIALS of CHUM Toronto, Ont., and of the Canadian Marconi Co. complete negotiations for the radio station's purchase of two BC-5P 5 kw transmitters made by the Gates Radio Co., Quincy, Ill., manufacturing engineers. The Marconi company handles Gates products in Canada. At the signing (l to r): Jack Gibson, manager of Marconi's Toronto office; Allan F. Waters (seated), president of CHUM (York Broadcasters Ltd.); George Jones, the station's chief engineer, and Jean Nadon, sales representative for the Marconi Co.

CKMI-TV Target Date March 17

CKMI-TV Quebec City, Que., ch. 5, will start operations as an English-language station on March 17. The station is the second tv station in Quebec City, the other being CFCM-TV, ch. 4, which last fall changed from a bilingual station to a French-language station. The two stations are owned by Television de Quebec (Canada) Ltd., and commercial manager of both is A. P. Fitzgibbons.

INTERNATIONAL PEOPLE

M. M. Elliott, formerly general manager of Motorola Canada Ltd., Toronto, Ont., and general sales manager of Canadian Marconi Co. Ltd., Montreal, Que., to Caldwell A-V Equipment Co. Ltd., Toronto, as president.

Vera Hopkins to radio-tv timebuyer of E. W. Reynolds Ltd., Montreal, Que.

Ray B. Collett, manager of Young & Rubicam Ltd., Toronto, Ont., to Lever Bros. Ltd., Toronto, as advertising advisor to marketing divisions. **Trevor G. Goodman,** account supervisor, Young & Rubicam, succeeds Mr. Collett.

Don MacMillan, radio-tv director, McKim Adv. Ltd., Toronto, Ont., to McCann-Erickson Ltd., same city, in similar capacity.

C. J. Rudd, general manager of CHUB Nanaimo, B. C., elected president, British Columbia Association of Radio and Television Advertisers, succeeding **Maurice Finnerty,** CKOK Penticton, B. C. **Gil Seabrook,** CJIB Vernon, B. C., elected vice president, and directors, **Jack Sayers,** CFUN Vancouver, B. C., and **William Hughes,** CKNW New Westminster, B. C.

PROGRAMS & PROMOTIONS

KJCK Holds 'Marathon of Music'

KJCK Junction City, Kan., held a 12 day "Marathon of Music" contest this month during which it gave away 1,468 records—its entire library of 78 RPMs. Disc jockeys spun a record and the first person to call in identifying the tune won the record that had been played. During the contest, two of the discs were marked "lucky records" and the winners received portable hi-fi sets. The person calling from the farthest away, the one winning the most records and three people who guessed the closest to when the marathon would end also received hi-fi consoles.

Car Sales Promote Radio

WBT Charlotte, N. C., has arranged with the Don Allen Chevrolet agency in that city to tag the radio on each car sold with the following: "Congratulations on your purchase. We know you will enjoy your car. And we hope you'll enjoy your car radio by staying tuned to 1110 for the finest in radio on WBT."

KCMO-TV Launches Educ. Show

NEW 30-minute educational tv program for "in-school instruction" for sixth-graders was launched a fortnight ago by KCMO-TV Kansas City. Titled *Discovery*, the series is conducted from a special classroom set up in KCMO's studios at 2 p.m. The station will cooperate with Kansas City Schools in monitoring the results of the tv instruction, checking impact on the "living room class" as against "school room class."

INDELIBLE CREDENTIALS

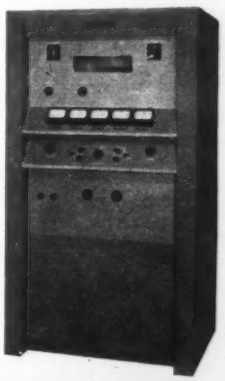
IT TOOK Hoyt Andres only two years as general manager of WSFA-TV Montgomery, Ala., to make his mark, an "indelible" one on that city. And he has credentials to prove it. On his transfer from WSFA-TV to general managership of WKY-AM-TV Oklahoma City [B•T, Jan. 14], Mr. Andres was given a surprise testimonial dinner by the "Men of Montgomery"—40 of the city's leaders. They presented him with a book full of testimonial letters and a scroll stating that Mr. Andres' "personality and accomplishments will always remain indelibly impressed upon the people of our community."

So that the boss would know in what high esteem Montgomery held Mr. Andres, the "Men" flew in E. K. Gaylord, president of the Oklahoma Publishing Co., for the occasion. Oklahoma Publishing is parent organization of the Montgomery and Oklahoma stations and of WTVT (TV) Tampa, Fla.

Mr. Andres was assistant manager of the Oklahoma City stations when he was named head of WSFA-TV in February 1955. Eugene B. Dodson, former acting manager of WKY-AM-TV, has replaced him as head of the Montgomery facility.

POWER Plus
★ PERFORMANCE ★

The Gates BC-1J One Kilowatt Transmitter
Leads the field in *EXCLUSIVE FEATURES!*



The only transmitter made for full 540-1600 Kc. Tunes to Conelrad without buying extra parts. Guaranteed first on tune-up. At certain frequencies actual unused capacitors become self-contained spares. If you resell, when going to higher power, BC-1J will operate at any broadcast frequency. Complete relay complement for ease in remote control and equipment protection—no circuit breakers. Twin-drive audio for low distortion. Center line metering.

GATES
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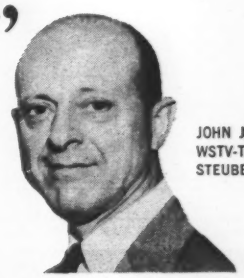
QUINCY, ILL., U. S. A.
MANUFACTURING ENGINEERS SINCE 1922

nice work, John



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WSTV-TV,
STEUBENVILLE

CODE 3 increased your Thursday 9:30-10:00 time slot rating 96.6%*
Sponsor: Stroh's Brewery

*ARB, Nov. 1956

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THE CONTINENTAL DIVIDE STATION, BUTTE

More People are Looking MORE at WABT
BIRMINGHAM
Alabama's Best in Television
BLAIR-TV

'Round-the-World Farm Trip Taped

TAPE recorded comments and observations by Ron McCullough—CFAC Calgary farm director—on his current around-the-world agricultural tour are being carried daily on six Alberta radio stations under the sponsorship of United Grain Growers. The series on Mr. McCullough's 80-day, 20-country farm trip is carried over CFAC Calgary, CFCW Camrose, CFGP Grand Prairie, CJCA Edmonton, CJOC Lethbridge and CKRD Red Deer.

'Home' Rebuilding Its House

THIRD year promotion of "House That 'Home' Built," by NBC-TV's *Home Show* (Mon.-Fri., 10-11 a.m. EST) got underway on the program last Wednesday. The architect of the 1957 model, Bruce McCarty presented the official plans to Arlene Francis. This year's home will be priced in the $20,000-or-under category, available in two adaptations of a basic plan. The *Home* project began in 1955 as a service to the home buying and building public. Last year models in 45 U. S. cities and towns drew more than 500,000 visitors. For this year's models 110 builders in 29 states have expressed interest in the project.

BAB Issues Canada Radio Data

LATEST data on number of radio sets in use in Canada has been released in booklet form by the Broadcasting Advertising Bureau, Toronto, Ont., a division of the Canadian Association of Radio and Television Broadcasters. The data in the fact booklet is based on a survey made last September by the Canadian government's Dominion Bureau of Statistics. The tables used in the booklet show the number of telephones, radios and television receivers in Canada, with the country divided into the ten provincial areas. There is also a set of tables showing the number of car radios per household. Out of the 3,974,000 households in Canada, 3,817,000 are shown to have radio receivers; 2,849,000, one radio; 731,000, two radios; 172,000, three radios and 65,000, more than three radios. Out of the 2,132,000 tv homes 2,079,000 have radio sets. Of the 2,321,000 households having automobiles, 876,000 have radio in one car and 164,000 have radios in two or more automobiles.

AUTOS IN THE ARENA

FOR more than 20 years, there had been no automobile shows in the tri-state area covered by WSAZ-AM-TV Huntington, W. Va. This season, however, the stations staged a three-day show to bring fans up-to-date on the latest models.

To stage the event, WSAZ-AM-TV put in several months of planning, with enthusiastic cooperation of the Huntington Automobile Dealers Assn. The indoor arena of the Huntington Memorial Field House was used to showcase the cars, WSAZ radio-tv originations, and guest attractions, including Helen O'Connell of NBC-TV's *Today* show, singer-golfer Don Cherry and Hal McIntyre's orchestra. Promotion in all media drew crowds to see the automotive sights, participate in the entertainment and collect nightly door prizes of portable radio and television sets.

The show's success was such that automobile dealers from neighboring areas expressed eagerness to participate in next year's show. The fact that 10,000 came to see the 57 cars displayed has favorably disposed WSAZ management to repeat the promotion, but space available will probably continue to limit participation to Huntington dealers.

U. S. Steel's 'Operation Shower'

U. S. STEEL Corp.'s third annual "Operation Shower," a nationwide retail promotion of steel housewares and gifts during spring bridal season, will be keyed to new theme: "Shower the bride with lifetime gifts, give her gifts of steel." Advertising will include four commercials June 15 and 19 on *U. S. Steel Hour* on CBS-TV. The firm also has prepared editorial material for use by radio and tv stations appropriate for tie in advertising.

Cash Offered for Tune Forecast

KUDL Kansas City, Mo., is offering $10,000 in cash to anyone who can correctly forecast the station's Top Fifty Survey which it publishes weekly. The survey determines the top songs in that area for the week and is made available to the local record stores.

'Entertainment Press Conference'

WABD (TV) New York has begun a new series whose format may have more than just a passing resemblance to that of its *Nightbeat* celebrity interview program. It's called *Entertainment Press Conference,* and instead of confronting the hapless celebrity with one inquisistor, thrusts him before a battery of three reporters. Each celebrity will be picked out of the fields of radio, tv, stage, films and allied arts.

'Electric Power from the Atom'

AMERICA's Independent Electric Light and Power Companies are offering a free booklet entitled, "Electric Power from the Atom." It is a 32-page survey of atomic electric development. Pamphlet may be obtained by writing to Atom, Box 400, New York 19, N. Y.

NBC-TV Repeats 'Monganga' Film

REPEAT performance of "Monganga," a color tv film documentary on missionary medicine (NBC-TV Nov. 27, 9:30-10:30 p.m. EST, under sponsorship of Smith, Kline & French Labs) has been scheduled March 5 at the same time due to "popular demand." As in the first showing, the repeat telecast will pre-empt *Armstrong Circle Theatre.* Agency for SK&F Labs is Doremus-Eshleman, Philadelphia. Armstrong Cork Co.'s agency, cooperating in making the showing possible, is BBDO New York.

ICY INTERVIEW

LITERALLY "to the end of the earth" did students of Carleton College (Northfield, Minn.) track President Laurence N. Gould last month by means of radio.

With an amateur radio set in the studios of KARL, student owned-and-operated station on the Carleton campus, sophomore Edward Douglass of Appleton, Wis., spoke directly with Dr. Gould in the Antarctic—"Little America". The Carleton president is there as director of the U. S. program for the International Geophysical Year expedition.

Student Douglass, KARL's chief engineer and a licensed "ham" operator, taped the conversation with Dr. Gould for broadcasting over the station.

Dr. Gould's first trip to "Little America" was made in 1928 as second in command to Admiral Richard Byrd.

'SELLabration in Radio'

RAY L. KOZAK, general manager of KRGI Grand Island, Neb., is offering a 40-page sales manual which gives the principles of local and regional radio. The manual, "SELLabration in Radio," features 25 different sales promotions and ideas. It also explains the difference in local and national radio sales. Mr. Kozak reports that within 10 days after a general First Class mailing to all am operations in the U. S. and Canada, he had received orders for the material from 25 states and Canada. The manual sells for $25.00.

WJJD Discards Old for New

TWO of WJJD Chicago's old program standbys for 25 years—*Breakfast Frolic* and *Suppertime Frolic*, both with Randy Blake—are being dropped by the Plough station to conform to its new news and popular music format. They also were discontinued to make room for national and local sponsors. WJJD has eliminated disc jockey chatter for simple, direct announcements and musical commercials, wherever possible. During their quarter century on the air, the programs reportedly averaged 1,000 pieces of mail daily.

Wheels Go Round—With Ads

WRUD Trenton, N. J., is using "Auto Ad Disks" to call attention to its personalities and programs. The disks are painted bright orange with black lettering on them and attach to the front wheels of automobiles, but remain stationary when the vehicles are in motion. Auto Ads are designed to fit against the rim of the wheel like a giant hubcap. They are reportedly made to fit the front wheel axle of almost any automobile or small truck. A waterproof advertising board is used for the disks and once they are attached are said to remain on the wheels for the life of the car. WRUD has placed ad disks on 12 of its company cars, 20 independent Trenton taxis and 17 trucks of a local box lunch company.

One Call for all You Need in

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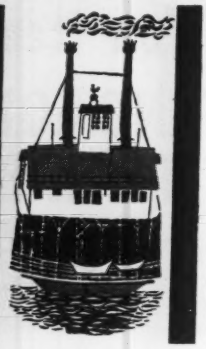

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RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

Station Authorizations, Applications
(As Compiled by B • T)

February 21 through February 27

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization. ed.—educ.

Am-Fm Summary through Feb. 27

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,021	3,001	193	361	148
Fm	540	520	45	53	0

FCC Commercial Station Authorizations
As of January 31, 1957*

	Am	Fm	Tv
Licensed (all on air)	2,983	514	272
Cps on air	31	13	241
Cps not on air	123	24	120
Total authorized	3,137	551	633
Applications in hearing	178	3	103
New station requests	288	8	62
New station bids in hearing	120	0	69
Facilities change requests	155	9	53
Total applications pending	841	101	387
Licenses deleted in January	0	4	0
Cps deleted in January	1	0	1

* Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through Feb. 27

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	380	91	471[1]
Noncomm. Education	17	5	22[2]

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	346	323	669[3]
Noncomm. Educational	25	21	46[3]

Applications filed since April 14, 1952:
(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,064	337	829	571	1,401[3]
Noncomm. Educ.	64		37	27	64[4]
Total	1,128	337	866	598	1,465[5]

[1] 176 cps (33 vhf, 143 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 716 already granted.

New Tv Stations . . .

ACTIONS BY FCC

Miami, Fla.—Public Service Tv Inc., granted vhf ch. 10 (192-198 mc); ERP 316 kw vis., 189 kw aur.; ant. height above average terrain 241 ft., above ground 265 ft. Estimated construction cost $882,500, first year operating cost $750,000, revenue $600,000. P. O. address 3240 W. 27th Ave., Miami. Studio location to be determined. Trans. location 312 NE 1st St., Miami. Geographic coordinates 25° 46′ 28.8″ N. Lat., 80° 11′ 18.2″ W. Long. Trans. and ant. RCA. Legal counsel Denning & Wohlstetter, Washington. Consulting engineer George P. Adair Engineering Co., Washington. National Airlines Inc. will be sole owner of stock. Principals include Pres. **G. T. Baker**, pres. and 16.84% stockholder National Airlines; Vice Pres. **George W. Gibbs Jr.**, shipbuilder and director of National Airlines; Treas. **J. C. Brawner**, treas. of National Airlines, and Sec. **R. P. Foreman**, sec. of National Airlines. Announced Feb. 8.

Laurel, Miss.—Laurel Television Co. granted vhf ch. 7 (174-180 mc); ERP 97.77 kw vis., 52.29 kw aur.; ant. height above average terrain 754 ft., above ground 473 ft. Estimated construction cost $192,000, first year operating cost $90,000, first year revenue $110,000. P. O. address S. A. Rosenbaum, Rosenbaum Bldg., Meridian. Trans. location 100 yards West of U. S. 11 in area known as Towanto Hills, southwest of Laurel, Miss. Studio location 501 Central Ave., Laurel. Geographic coordinates 31° 37′ 30″ N. Lat., 89° 06′ 53″ W. Long. Trans. Standard Electronics, ant. RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Gautney & Jones, Washington. Principals include businessmen **S. A. Rosenbaum (25%), William S. Smylie (25%)**, (mayor of Meridian), **Jack Rose** (16.7%), **D. B. Marcus** (16.67%) and **T. M. Gibbons** (16.67%), publisher of Laurel daily *Leader Call*. Mr. Rosenbaum is 11.5% owner of **WTOK-TV Meridian**; Messrs. Marcus and Gibbons each own 11.8% of **WAML Laurel**. Announced Feb. 20.

APPLICATIONS

Aberdeen, Wash.—Grays Harbor Television Inc. uhf ch. 58 (734-740 mc); ERP 9.4 kw vis., 5.1 kw aur.; ant. height above average terrain 41 ft., above ground 205 ft. Estimated construction cost $77,350, first year operating cost $40,000, revenue $50,000. P. O. address 214 W. Heron, Aberdeen. Studio location Aberdeen. Trans. location Grays Harbor County. Geographic coordinates 46° 57′ 28″ N. Lat., 123° 48′ 26″ W. Long. Trans.-ant. RCA. Legal counsel Haley, Doty and Wollenberg, Washington, D. C. Consulting engineer J. B. Hatfield, Seattle, **Harry R. Spence**, 85% owner of **KXRO Aberdeen, John Walker, W. Donald McCaw** and **Fred G. Goddard**, community antenna interests, will be equal partners. Announced Feb. 25.

Existing Tv Stations . . .

ACTION BY FCC

WTIC-TV Hartford, Conn.—FCC deleted conditions in July 25, 1956, grant prohibiting construction until completion of deintermixture proceedings in Docket 11748. FCC on Feb. 26 decided not to delete ch. 3 from Hartford. Announced Feb. 27.

CALL LETTERS ASSIGNED

WOWL-TV Florence, Ala.—Television Muscle

"He just heard over KRIZ Phoenix that his house is on fire."

Shoals Inc., ch. 41.

WPST-TV Miami, Fla.—Public Service Television Inc., ch. 10.

KXLJ-TV Helena, Mont.—The Peoples Forum of the Air, ch. 12.

KSPR-TV Casper, Wyo.—Donald L. Hathaway, ch. 6.

Allocations . . .

INSTRUCTION

New **Orleans, Lake Charles, Lafayette, Houma, La.; Beaumont-Port Arthur, Tex.**—FCC on Feb. 26 directed preparation of document looking toward retaining ch. 4 in New Orleans, adding ch. 12 minus to that city, adding ch. 12 minus to Beaumont-Port Arthur, adding ch. 3 to Lake Charles-Lafayette, and adding ch. 11 to Houma. Announced Feb. 26.

New Am Stations . . .

ACTIONS BY FCC

Prescott, Ariz.—Thunderbird Bcstg. Co., granted 1450 kc, 250 w unl. P. O. address % **Roy L. Albertson Jr.,** 485 Main St., Buffalo, N. Y. Estimated construction cost $12,599, first year operating cost $24,000, revenue $30,000. Mr. Albertson, 9% owner of **WBNY Buffalo, N. Y.,** and **Harold L. Sanner Jr.,** announcer **WNAO-TV Raleigh, N. C.,** are equal partners. Announced Feb. 20.

Fayetteville, Ark.—Stamps Radio Bcstg. Co., granted 1250 kc, 500 w D. P. O. address P. O. Box 217, Fort Smith, Ark. Estimated construction cost $14,900, first year operating cost $36,000, revenue $48,000. Principals are equal partners **H. Weldon Stamps,** owner of **KTCS Fort Smith,** and his brother **Clifford L. Stamps,** jewelry interests. Announced Feb. 21.

Littleton, Colo.—Skyline Bcstg. Inc., granted 1510 kc, 1 kw unl. P. O. address 480 Bellewood Dr., Englewood, Colo. Estimated construction cost $32,233, first year operating cost $75,000, revenue $90,000. Principals are equal owners **J. Kenneth Brothers,** former commercial manager, **KGMC Englewood; Dean Donald Jervis,** sales manager, **KTLN Denver, Colo.,** and **Walter Francis Angerer,** retail package liquor interests. Announced Feb. 21.

St. Petersburg Beach, Fla.—Holiday Isle Bcstg. Co., granted 1590 kc, 1 kw D. P. O. address P. O. Box 6267, St. Petersburg Beach. Estimated construction cost $30,345, first year operating cost $36,000, revenue $45,000. Applicant is wholly-owned by Edmund A. Spence, semi-retired, managing private investments. Announced Feb. 25.

Douglas, Ga.—Fernandina Beach Broadcasters, granted 1480 kc, 500 w D, with remote control operation of trans. P. O. address 118 Atlantic Ave., Fernandina Beach, Fla. Estimated construction cost $12,000, first year operating cost $30,000, revenue $42,000. Principals are equal partners **Marshall W. Rowland** and **Carol C. Rowland,** owners of **WFBF Fernandina Beach.** Announced Feb. 21.

Grinnell, Iowa—Ralph J. Henry, Robert V. Coleman and **Ralph J. Bitzer,** d/b as **Grinnell Bcstg. Co.,** granted 1410 kc, 500 w D. P. O. address % Mr. Bitzer, 298 Arcade Bldg., St. Louis 1, Mo. Estimated construction cost $10,864, first year operating cost $33,600, revenue $38,400. Mr. Henry is employe of **KREI Farmington, Mo.** Mr. Bitzer is consulting engineer. Announced Feb. 21.

Loyall, Ky.—Tri-State Radio Corp., granted 1050 kc, 250 w D. P. O. address Box 41, Harlan, Ky. Estimated construction cost $23,234, first year operating cost $38,000, revenue $50,000. Principals include **Dr. B. F. Wright,** 33.3% (physician-surgeon, drive-in theatre, automobile sales interests); **Hugh S. Martin,** 33.3% (Harlan real estate interests); **James R. Martin,** 33.3% (drive-in theatre manager). Announced Feb. 21.

Bossier City, La.—Bossier Bcstg. Service granted 1220 kc, 250 w D. P. O. address % Howard A. Bridge Jr., Marshall National Bank Bldg., Marshall, Tex. Estimated construction cost $10,910, first year operating cost $24,000, revenue $32,000. Principals are equal partners **Edwin W. Mahone Jr., Mildred Jones Mahone, Howard A. Bridge Sr.,** and **Howard A. Bridge Jr.,** owners of Harrison County Bcstg. Co., licensee of **KMHT Marshall.** Announced Feb. 21.

Vineland, N. J.—Mortimer Hendrickson, Vivian E. Hendrickson and John Thomas Jones d/b as **The Delsea Bcstrs.,** granted 690 kc, 250 w D. P. O. address Lakeland Rd., Blackwood, N. J. Estimated construction cost $17,673, first year operating cost $48,000, revenue $58,000. Principals include **Mortimer Hendrickson** (34%), **Vivian E. Hendrickson** (33%), and **John Thomas Jones Jr.** (33%). Mr. & Mrs. Hendrickson have sold **WHAP Hopewell, Va.,** subject to FCC approval. Announced Feb. 21.

Olean, N. Y.—Olean Bcstg. Corp., granted 1360 kc, 1 kw D; remote control trans. P. O. address % Donald W. Merriman, 27 Franklin St., R. D. 1, Olean. Estimated construction cost $27,285, first year operating cost $64,000, revenue $80,000. Principals include Mr. Merriman, 50% (assistant manager, **WHDL Olean**); **Herman C. Mosch,** 20% (private medicine practice, real estate, finance interests, 22% owner, Coudersport, Pa., Tv Cable Co., community ant.); **Robert R. Gridley,** 20% (accounting firm, water-oil well drilling, farm machinery sales interests); **Daniel S. Souders,** 10% (business manager, Olean Medical Group). Announced Feb. 21.

APPLICATIONS

Borger, Tex.—R. L. McAlister 1600 kc, 500 w D. P. O. address % Mr. McAlister, 5125 Wichita St., Fort Worth. Estimated construction cost $7,100, first year operating cost $24,000, revenue $30,000. Mr. McAlister, former employe of **KCUL Fort Worth,** will be sole owner. Announced Feb. 21.

Barre, Vt.—Bcstrs. Ind. 1450 kc, 250 w unl. P. O. address 155 Front St., Manchester, N. H. Estimated construction cost $9,400, first year operating cost $40,000, revenue $50,000. **William F. Rust Jr.** (60%) and **Ralph Gottlieb** (40%) are owners of **WKBR-AM-FM Manchester, WTSV-AM-FM Claremont, WTSL Hanover, WTSN Dover,** all N. H. Announced Feb. 26.

Existing Am Stations . . .

CALL LETTERS ASSIGNED

KCLH Camden, Ark.—Southern Bcstg. Co., 1370 kc.

KPID Payette, Idaho—Payette Bcstrs., 1450 kc.

WIPA Annapolis, Md.—Norwalk Bcstg. Co., 810 kc. Changed from WASL.

WDEW Westfield, Mass.—Westfield Bcstg. Co., 1570 kc.

WWES Mount Kisco, N. Y.—Radio Mount Kisco Inc., 1310 kc.

KNIT Abilene, Tex.—Key City Bcstrs., 1280 kc.

KRYS Corpus Christi, Tex.—South Texas Bcstg. Co., 1360 kc. Changed from KRIS.

KSPL Diboll, Tex.—Arthur Temple Jr., 1260 kc.

KHVH Honolulu, Hawaii—Kaiser Hawaiian Village Radio Inc., 1040 kc.

WEUC Ponce, P. R.—Catholic U. of P. R. Serv-

March 4, 1957

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APPLICATIONS

WFLW Monticello, Ky.—Seeks cp to change frequency to 1360, power to 1 kw and install new trans. Announced Feb. 26.

Remote Control

WIOD Sanford, Fla.; KTBC Austin, Tex.

New Fm Stations . . .

APPLICATIONS

Pasadena, Calif.—Pasadena Presbyterian Church 106.7 mc, 22.7 kw unl. P. O. address 585 E. Colo. St., Pasadena. Estimated construction cost $8,500, first year operating cost $8,800. Church trustees will operate station on non-profit basis. Announced Feb. 21.

Existing Fm Stations . . .

APPLICATIONS

KSL-FM Salt Lake City, Utah—Seeks cp to change ERP to 6.06 kw, studio location to 145 Social Hall Ave., and trans. location to Coon Peak, Oquirrh Range Mts. (Salt Lake County). Announced Feb. 21.

KCMS-FM Sacramento, Calif.—Seeks mod. of cp to change frequency to 100.5 mc, ERP to 9.84 kw, trans. and redescribe trans. location as New El Centro Rd. and Garden Hwy. Announced Feb. 21.

Ownership Changes . . .

ACTIONS BY FCC

KDJI Holbrook, Ariz.—Granted assignment of license from **Donald Edward Jacobs Sr.** and **Irene N. Tabor** d/b as **Northeastern Arizona Bcstrs.** to **Mr. Jacobs** tr/as Northeastern Arizona Bcstrs. for $3,011. Mr. Jacobs, former 75% partner, will own 100%. Announced Feb. 18.

WJNO West Palm Beach, Fla.—Granted assignment of license from **WJNO Inc.** to **George H. Buck Sr., George H. Buck Jr., Adrian C. Leiby** and **Sydney K. Russell** d/b as WJNO Radio. Mr. Buck Jr. will own 52.06%. This corporate and control change, no consideration. Announced Feb. 21.

WIKC Bogalusa, La.—Granted assignment of license from **Curt Siegelin, administrator of estate of Dorothy Moss Siegelin, deceased,** to **Curt Siegelin,** as adjudicated in settlement of estate. Announced Feb. 21.

WFPR Hammond, La.—Granted assignment of license from **Cyril W. Reddoch and Ralph L. Hooks d/b as Louisiana Bcstrs.** to **Airweb Inc.** for $52,250. One-third partners in Airweb are **John E. Judd,** mgr., **WEND Baton Rouge, La.; Robert S. Boeker,** Baton Rouge feed and hardware merchant and building interests, and **Jesse L. Webb Sr.,** Baton Rouge assessor. Announced Feb. 21.

KLAS-TV Las Vegas, Nev.—Granted voluntary acquisition of affirmative control of permittee corp. by **Herman M. Greenspun.** Mr. Greenspun will hold 67.52%. Announced Feb. 25.

KAKJ (TV) Reno, Nev.—Granted assignment of cp to Tower Telecasting Co. for $10,000 and further consideration of 50 shares of common voting stock in Tower. Principals are Pres. **Edward J. Jansen** (51%), pres.-minority stockholder of **KRAM Las Vegas;** Vice Pres. **K. Jack Rudd** (10%), public accountant; **Truman B. Hinkle** (10%), secy.-treas.-18% stockholder of KRAM; and Boulder City Bcstg. Co. (9%), licensee of KRAM. Announced Feb. 20.

WKXL Concord, N. H.—Granted transfer of control from **Tele Broadcasters Inc.** to **Capitol Bcstg. Corp** through sale of 100% for $50,000 and assumption of $50-60,000 obligations. New principals will be **Frank B. Estes** and **WKNE Corp. (WKNE-AM-TV Keene, N. H.),** each 50%. WKNE Corp., controlled by **Joseph K. Close,** pres., controls **WKNY Kingston, N. Y.,** and owns 18% of **WKNY-TV Kingston.** Announced Feb. 21.

KABR Aberdeen, S. D.—Granted assignment of license to **Yankton Bcstg. Co.** from **Tressa and Virginia Hunt** for $45,000. Yankton principals: **William M. Smith,** Yankton, S. D., businessman, (22.8%), **Doris J. Smith,** (53%), **James L. Cope,** attorney, (6%), and **William E. Johnson,** manager **KYNT Yankton,** (18.2%). Announced Feb. 21.

APPLICATIONS

KBAY-TV San Francisco, Calif.—Seeks assignment of cp from **Leonard** and **Lily Averett** to **Sherrill C. Corwin** tr/as **Bay Television** for $1,750. Mr. Corwin is vice pres.-16% owner of **Imperial Bcstg. System Inc.,** licensee of **KPRO Riverside, KROP Brawley, KYOR Blythe** and **KREO Indio,** all **Calif.** Announced Feb. 25.

WRMF Titusville, Fla.—Seeks voluntary relinquishment of negative control of permittee corp. by **Rudi C. Oudshoff** (50%) to **Richard M. Fairbanks,** licensee of **WIBC Indianapolis, Ind.** Mr. Oudshoff is ill and wishes to discontinue his connection with station. Consideration is nominal one dollar. Announced Feb. 21.

WKNK Muskegon, Mich.—Seeks assignment of license from **Nicholas W.** and **Gladys Kuris** to **Music Bcstg. Co.,** for $150,000. **Paul F. Eichhorn** is president of Music Bcstg. Co., licensee of **WGRD Grand Rapids.** Announced Feb. 21.

KBMY Billings, Mont.—Seeks assignment of license from **Don C.** and **John W. Foote** and estate of **Rockwood Brown,** deceased, to Horace S. Davis (37½%), Elizabeth H. Brown (25%) and nine others. $59,000 will be paid to Don and John Foote. Announced Feb. 21.

WHKK Akron, Ohio—Seeks acquisition of positive control of licensee corporation from **Jackson B. Maurer** to **Philip R. Herbert,** through sale of 50% of stock for $54,000. Announced Feb. 26.

WTRX Bellaire, Ohio and **WKYR Keyser, W. Va.**—Seek relinquishment of negative control of licensee corps. by **Robert K. Richards** and **Walter Patterson,** through sale of 33⅓% of stock to **Frederick L. Allman,** director of **WREL Lexington, Va.,** for $10,000. Announced Feb. 26.

KLTV (TV) Tyler, Tex.—Seeks assignment of license from **Lucille R. Lansing** to **The Channel 7 Co.,** for $7,460.32. Channel 7 owners are Mrs. Lansing (40%), owner **KGKB Tyler, Gerald H. Lansing** (40%), gen. mgr. KGKB and KLTV (TV) and **Marshall Pengra** (20%), 33⅓% owner **WATO Oak Ridge, Tenn.** Announced Feb. 25.

Hearing Cases . . .

FINAL DECISIONS

WMID Atlantic City, N. J.—FCC announced its decision of Feb. 20 which (1) granted the application of Mid-Atlantic Broadcasting Co. for renewal of license of WMID, and (2) dismissed application for transfer of control from Richard Endicott to Arthur A. Handler and Joseph F. Bradway. Commissioners Hyde and Doerfer dissented; Commissioners Bartley and Craven abstained from voting. Action Feb. 25.

INITIAL DECISION

St. Petersburg Beach, Fla.—FCC made effective immediately an initial decision, with the condition imposed upon the grant deleted, and granted

Continues on page 126

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Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch.

No charge for blind box number. Send box replies to

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Unusual opportunity for hard hitting sales manager or station manager in metropolitan area. **Box 148E, B•T.**

Somewhere—in a west coast smaller market there must be a young, aggressive sales manager who has developed his station to maximum potential and who seeks the opportunity for further exploiting his sales ability in a larger California market. We would like to hear from this man as the opportunity is unlimited. Send complete details. Personal interview will be arranged. Box 729E, B•T.

Wanted for immediate opportunity. One hard-hitting time salesman with creative ideas who thinks he is ready to be a commercial manager in leading regional station operation in this rich quarter million market potential. Rush resume and picture to Box 751E, B•T.

Sales manager or station manager. Strong on sales for Maryland. Independent. Excellent opportunity for a solid producer. Box 757E, B•T.

Wanted: Sales manager with proven sales ability for 250 watt fulltime independent in Virginia metropolitan market of 100,000. Young, aggressive, serious radio man to grow with station. Suitable salary arrangements. Box 774E, B•T.

Man to share in work, management, sales and profits. Farrell Brooks, Junction, Texas.

Salesmen

Experienced, dependable salesman wanted by leading station, a 5000 watt fulltime, in midwest city of 55,000 persons. Competitive market but station has fine organization to support salesman's efforts. Guaranteed weekly draw against commission percentage. Good man can earn $5,200-$6,000 first year and more in second. Tell all about yourself and work record, with references, in first letter. Box 570E, B•T.

Salesman, assistant manager. We want a man with considerable small market experience and an excellent sales record as our number two man in a single station city of 21,000. Excellent opportunity for advancement with successful six station organization. Good programming, excellent coverage, fulltime, plus proposed new remote studios in nearby town of 18,000 makes this a tremendous proposition. Ideal living conditions, plenty of sunshine, Texas Gulf Coast area. Tailored pay plan consisting of salary, commission and override should earn a realistic $6,000 to $8,000 first year. Full details first letter. Box 619E, B•T.

Salesman for New Jersey independent. Salary plus commission. Box 724E, B•T.

Are you ready to step-up in sales work? Here is an opportunity. Texas. Box 738E, B•T.

Wanted: Aggressive, hard-hitting salesman interested in one basic item: Making more money for himself. Top California market offers many advantages for a "hustler" on this network station that has many independent ideas. Personalities . . . music . . . news . . . sports . . . we've got them all . . . the best of everything. Liberal compensation plan. Send complete information on yourself, including your billing for the past year. Write to Box 755E, B•T.

Immediate opening for optimistic hustling salesman with experience. Real opportunity. 1000 watt, fulltime, tv affiliate in two station market. Booming trade territory, active accounts, good prospects. Submit full details to Manager, KLFY-Radio, Box 398, Lafayette, Louisiana.

Florida station wants top salesman. High guarantee and percentage for right man. Write full details. Don Lynch, WBSR-CBS, Box 1351, Pensacola, Florida.

RADIO

Help Wanted—(Cont'd)

Salesmen

Salesman—metropolitan market. Excellent opportunity for live wire. WSTC, Stamford, Conn.

Announcers

Immediate opening for man with minimum six months experience. Salary: $75.00 per week to start. 40 hour week, overtime pay, vacations, etc. Must have car. Excellent opportunity for advancement within chain. Send resume and tape. Box 676C, B•T.

Announcer. Power station in large market, Great Lakes area has excellent opening for high grade staff man. Send full details, and tape first letter. Box 398E, B•T.

Good basic pop announcer with first class ticket. We are interested primarily in announcing ability, engineering work limited two night transmitter watch weekly. Starting salary $90 weekly, talent, yearly performance bonus, hospitalization, paid vacation and opportunity to advance with successful station organization. Ideal living conditions, lots of sunshine, only station in town of 21,000, Texas Gulf Coast area. Box 618E, B•T.

Help wanted: Radio announcer. $350 per month —48 hour week—married men who are experienced are preferred. Paid vacations—free insurance. Need good staff man who wants to join good local kilowatt daytimer in upper midwest. Send resume and tape to Box 651E, B•T.

Experienced chief-announcer Arkansas daytimer. Emphasis announcing. Sales opportunity. Box 677E, B•T.

Top announcer with first class license. Excellent salary. Emphasis on announcing. Virginia independent music and news. Send air check and resume of experience. Box 697E, B•T.

Top-flight morning man with ideas and proven adlib sales ability wanted by 5 kw North Carolina large market station. $10,000.00 for right guy. Box 744E, B•T.

Hundred a week to start for top-notch announcer with first class ticket. Long established midwest network station. Box 752E, B•T.

Leading midwest clear channel radio station with vhf-tv needs experienced staff announcer. DJ background important. Ability to handle almost any type program requirement. Only experienced employed persons need apply. Box 753E, B•T.

Job with a future for qualified staff announcer with several years deejay experience. Illionis kilowatt independent. Newswriting ability helpful. Liberal bonus, other fringe benefits. Personal interview necessary. List age, education, experience in detail, Box 761E, B•T.

$600 a month for DJ with glib, fast-paced delivery. Rhyming intros to records. Limited rock 'n roll, just good pops and albums. Wanted by station in midwest. Box 781E, B•T.

Experienced announcer desiring permanency, opportunity, growing market, $325.00. KBUD, Athens, Texas.

Opening for good, experienced DJ-salesman. Salary open. Fishing, hunting excellent. Business good in Oregon's second and fastest growing market. Picture, tape, background to Rod Louden, KEED, Springfield-Eugene, Oregon.

Experienced announcer who does all-round excellent job with DJ, commercials, news. Send tape, resume, to KLFY-Radio, Box 398, Lafayette, Louisiana.

RADIO

Help Wanted—(Cont'd)

Announcers

Immediate opening: Night man, emphasis on news, 5000 watt station. Call Manager, KGCX, Williston, North Dakota.

Texas only. Big city wages—programming for two Texas announcers seeking improvement. Will audition by telephone. Call Dick Clark, KTEM, Temple, PR 3-5252.

Wanted: Good, experienced announcer to handle staff duties. Prefer man from midwest who can do things our way. Starting salary $70.00 weekly. Contact PD, KXGI, Fort Madison, Iowa.

Good morning man for progressive independent. Can also use announcer with limited experience. WATG, Ashland, Ohio.

Announcer. Must have experience. Top working conditions. Air conditioned studios. Profit sharing plan. WCOJ, Coatesville, Pennsylvania.

Immediate opening for experienced announcer. Consider either staff or personality type. Write or phone giving background and salary requirements. Tapes accepted. WESO, Southbridge, Mass.

Need experienced announcer for PD. Also need straight announcer. Send resume to WHAW, Weston, West Virginia. Call Ed Doyle, 1555.

Have opening for two experienced announcers who know control board. One pop man and one hillbilly. Good salary, pleasant working conditions. Unless you want a permanent job, do not apply. Nathan Frank, WHNC, Henderson, N. C.

Immediate opening for experienced announcer-salesman. Good salary plus commissions on all accounts you sell and service. Total earnings should exceed $100 per week for good producer. Contact WLSD, Big Stone Gap, Virginia.

Engineer, announcer, first class ticket immediately. WRON, Roncevert, West Virginia.

Technical

West coast station wants a vacation relief man, combination announcer-technician. Must have first class phone, strong on engineering, possibility of permanent employment. Box 741E, B•T.

Chief engineer for 1 kw fulltime in prosperous Gulf Coast Texas city of 20,000 people. Ideal living conditions for man with family. Starting pay $85.00 weekly, plus annual bonus, Blue Cross. Advancement opportunities with six station group ownership. Box 772E, B•T.

First phone operator, 1000 watt. Opening now. Write details. WBEC, Pittsfield, Mass.

1st class engineer-announcer. Immediate opening. Send tape, references, salary requirements. WBEX, Chillicothe, Ohio.

Wanted immediately—combination engineer-announcer must have a first class ticket. Good salary. Send your tape and data to L. Lansing, WBRV, Radio, Boonville, New York.

Transmitter engineer, first phone, 1 kw am directional, 3 kw fm. Car necessary. Write WEOL, Elyria, Ohio.

Combo—or announcer interested in engineering needed within 30 days at WNNT, Warsaw, Virginia. Daytime steady employment.

WONW, Defiance, Ohio, has opening for first class engineer. Excellent opportunity for right man. Forward full information to Glenn R. Thayer.

Need radio and television vacation relief engineers approximately April through October. Prefer men with first class radio-telephone license. Excellent opportunity to gain studio and field experience in network operations. Reply NBC, Sheraton Park Hotel, Washington, D. C.

Programming-Production, Others

Wanted experienced writer for radio-tv continuity department in top midwest operation. Finest working conditions. Many extra benefits including paid vacations, Blue Cross-Blue Shield and other security benefits. Start at $60 per week, if qualified. Send sample continuity, background and recent snapshot. Box 655E, B•T.

Wanted: Experienced program director and announcer. A man who knows how to build audiences and has ideas regarding unusual commercials. Tape, resume and salary expected in first letter. Box 742E, B•T.

RADIO

Situations Wanted

Managerial

I want to manage a radio station that isn't paying. If you give me unrestricted authority for one year and $1,000—per month, I'll make your station pay. Present sales average $10,000 per month. I have a good job, a good boss and customers who have trust and confidence in me. If I can better myself permanently, you'll be interested in talking with me. Box 722E, B•T.

Experienced manager, ten years in radio. Currently have 1 kw. Desire larger station and/or market. Good public relations with ability to increase sales. Box 723E, B•T.

Successfully managing regional station in competitive market. Background includes local sales, national sales with top firm. College graduate, family, in thirties. Want connection with sound, growing concern. Box 735E, B•T.

Presently employed; desire change. Seeks challenging opportunity west of Rockies. Experienced: Network and independent. Operation manager, sales manager, engineering, first phone. A-1 references. Box 736E, B•T.

General or national sales manager. Currently employed outstanding tv representative. Extensive Madison Avenue selling experience: Station management background including FCC hearings. Family. Interested moving from N. Y. C. Box 765E, B•T.

Capital gains sales of 5000 watt independent makes available general manager. Interested Phoenix, Vegas, West Coast territory. Box 778E, B•T.

Salesmen

Salesman-announcer with ten years sales experience. Some announcing experience. Presently employed. Will work on sales commission. New York, New Jersey, Conn. Box 768E, B•T.

Announcers

Personality-DJ—strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 109E, B•T.

Baseball play-by-play announcer, seven years experience. Finest references. Box 603E, B•T.

Girl personality—DJ, run own board, eager to please. Free to travel. Gimmicks and sales. Box 688E, B•T.

Sportsman—newsman—announcer, play-by-play position, a must. Six years experience in baseball, football, basketball. Also have news and staff experience. Radio and television combined operation preferable in east or midwest. Box 721E, B•T.

Attention 300 miles New York City. Announcer 5 years experience. Operate board. Box 725E, B•T.

Experience with network affiliate—DJ, combo operation. Will travel for right location. Single, vet. Please no $75.00 offer. Box 726E, B•T.

Negro DJ, versatile, all phases. Good board operator, travel. Box 728E, B•T.

DJ with ability to do any type record show, will work any place and anytime. Humorous yet different. Write Box 731E, B•T.

Announcer, three years news, commercials, disc jockey, sports. Available immediately. Box 733E, B•T.

Sports only. 12 years large market tv and radio play-by-play. Major league references. College grad. Available April 1st. Box 737E, B•T.

Stop . . . looking for sportscaster. Here's a man who knows sportscasting. Ten years experience . . . radio-television . . . newsman, sportscaster, station manager. A self-starter with initiative and know-how. For detailed brochure write Box 739E, B•T.

Salesman-announcer: One of south's top hillbilly personality DJ's, 3 voice shows—salesman, sportscaster, 2 years present Florida station. Let me prove ability. Best references. . . . 10 years experience. Florida only. Tv or radio. Box 743E, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Attention mid-Atlantic stations: Have good announcer 6 years experience, with us 3 years, general staff, emphasis on play-by-play sports and good music. Experience in all phases medium station operation. Family man, has car. We are de-emphasising play-by-play sports and good music, catering more to country music and hiring new hillbilly DJ, thus will release this man soon. Can use him few more months, or if necessary could release him on short notice. Get details from station manager Box 745E, B•T.

Top-rated DJ . . . relaxed delivery . . . network sports and news. Desire to relocate in larger competitive market. Married . . . family . . . 27 . . . college graduate . . . draft-exempt. Presently employed. Best of references. Prefer personal interview. Tape . . . resume on request. Box 746E, B•T.

Top sportscaster; play-by-play baseball, Big Ten football and basketball. 8 years commercial experience in large midwestern city. Seeking Double A baseball or higher; or a good combination radio-tv play-by-play opportunity. Presently employed-married-tape and brochure available immediately. Box 748E, B•T.

Announcer, PD, assistant manager, wants to advance. Seven years experience: Sales, news, copy, traffic, programming, management. First ticket. Looking for permanent location. Box 750E, B•T.

A morning show that moves . . . wants to! ! "Not just good, but great" says one of New York's top radio producers. Nine years of experience with outstanding public service record. A hard hitting morning show with real sell power. A show that makes you grow . . . grow in sales and in ratings. This show has such drive, appeal and original humor that it plows the competition under. Top, fast flying comedy with dozens of voices and the power to say more in less time. A format you never tire of with real warm personality that makes this show a big station product. Many program managers and producers can attest these claims. Grant this show an audience and let it build for you a bigger audience. A phenominal sales record . . . top ratings . . . loyal following in all age groups. Ratings are up . . . show wants up! ! Show now working (wonders! !). Audition tape and complete presentation on request. (Top fifty markets only.) Write Box 760E, B•T.

Experienced sportscaster desires baseball job for 1957. Tape, references available. Box 763E, B•T.

Announcer: Eleven years experience, thirties, versatile, married, vet. Desires early morning shift within 75 miles of N. Y. Available immediately. Box 766E, B•T.

Staff announcer, first phone, no maintenance, experienced, married, vet. Box 767E, B•T.

Experienced sportscaster—local newsman desires sportcasting job. Tape, references available. Box 771E, B•T.

Summer replacement! Announcer-disc-jockey. Junior in college. Two years board. Fully experienced. Tape, resume, photo. Box 777E, B•T.

Embryo announcer, trouble getting started. Good school training at Cambridge. Strong on commercials and news. Operates own board. Bags packed. Box 779E, B•T.

If you can pay the price I'll deliver the goods. Nationally rated DJ. Solid commercial background in music, news, sports. Adlib and commercial forte. Presently employed in radio and tv. Would settle for either. Recognized as top DJ in Iowa. Would like to relocate in bigger market with station interested in increasing audience and sales. Box 780E, B•T.

Experienced staff announcer. Single. Want work in Colorado or adjoining states. Bob Cohen, 423 North Weber, Colorado Springs, Colorado. ME 4-6845.

Announcing school graduate. Desire latch to station allowing slang, jove, polysyllabic words. Innate taste for only the best. Pop, standard, and for classical. Tom Jeremiah, 1725 W. Wilson, Chicago 40, Illinois.

Experienced commercial radio, all phases educational tv, March college grad, desires commercial tv. Highest references. Ready to learn and grow with your news or production department. Ben Patch, 219 Burand, East Lansing, Michigan.

Announcer desires to leave newspaper work. Logan, West Virginia, 537.

Fine melodic music and easy going friendly persuasion. Tops in listening. Experienced DJ with solid radio background and college degree. Good news, sports, N. Y. C., WH 3-8838.

If You Like The West . . .

Here's one in a single station market.

Power—*250 watt full time*

Affiliation—*Mutual*

Market—*Good market with population of over 20,000*

Gross in 1956—*$83,000*

Profit in 1956—*$12,000*

Facilities — *Combination studio-transmitter building and 7 acres of land owned by station. Single 150 foot tower. Standard transmitter and console, 3 Magnecorders, 3 Presto turntables.*

Monthly payroll—*$3,300*

Price—*$75,000 with $22,000 down and balance over 5 years at 5%.*

This is priced right, and full information is available to interested and qualified buyers.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Radio and Television Stations

Washington
1625 Eye Street, N.W. National 8-1990

New York
60 East 42nd Street Murray Hill 7-4242

Chicago
35 East Wacker Drive Randolph 6-3688

RADIO

Situations Wanted—(Cont'd)

Technical

Engineer desires change, 12 years am chief, construction, maintenance, prefer west or midwest, student CREI "Practical Television Engineering". Will accept employment either in am or tv. Box 701E, B•T.

Engineer, first phone, experienced am-fm-tv. West coast preferred. Box 720E, B•T.

Programming-Production, Others

1st phone announcer. Morning. Experienced copy, news writer. $95. Box 732E, B•T.

Accounting-bookkeeping. 9 years experience with radio station. Had complete charge of financial phase and all related functions. Supervisory ability. Box 734E, B•T.

Can no longer fool 'em here. 10 years $90 R-T veteran wants better paid PD or assistant managership. Box 749E, B•T.

Program director! 8 years experience. Also sales-promotion! Permanent, good! Box 769E, B•T.

Advertising boy wants to work! Experienced from traffic clerk to PD. Five years experience news, sports and special events, including copy-writing and sales. If you need a "work horse" I'm your boy. Box 770E, B•T.

TELEVISION

Help Wanted

Managerial

CBS, uhf in 75 to 100 market class offers opportunity for general manager. Newspaper owned, operated at profit in 1956. Write Box 654E, B•T.

Salesmen

Salesman for established radio-television station, WSBT-TV. Veteran or draft exempt with one or two years small station experience in midwest. CBS affiliate, expanding market. Excellent insurance, hospitalization and pension plan. Write Personnel Department, South Bend Tribune, South Bend, Indiana.

Announcer

Need qualified staff announcer. Prefer southwesterner or midwesterner. Would consider experienced radio announcer seeking opportunity with permanence and excellent living conditions. Complete details should include picture, tape, minimum salary. Manager, KSWS, Radio and Television, Roswell, New Mexico.

Announcer—midwest television experience preferred but not absolutely necessary. Must have solid radio background. Send disc and recent photo to J. W. Kelin, Program Director, WTVO, P. O. Box 470, Rockford, Illinois.

TELEVISION

Help Wanted—(Cont'd)

Technical

Transmitter engineer for vhf station in midwest metropolitan city. Very finest equipment. One of nation's top stations. State experience, education, and provide a recent snapshot. Reply Box 656E, B•T.

Experienced video operator capable of doing general maintenance. First class license preferred. Salary commensurate with ability, WHEN-TV, Syracuse, New York.

First class license tv transmitter operator. Tv experience desirable but not essential. If you like skiing this is an unparalled opportunity. Transmitter at Stowe, Vermont. Station provide head skis. Liberal food allowance plus mileage. Reply Chief Engineer, WCAX-TV, Burlington, Vermont.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

Situations Wanted

Managerial

Experienced sales manager seeks to relocate with progressive vhf station. Currently manager of large eastern vhf station. Young, aggressive, fully qualified. Have impressive sales record. Strictly confidential. Box 74E, B•T.

Salesmen

In these days of a soft market, can you use a top salesman who can close business? Excellent record, 18 years experience. Currently employed since 1948 with tv station in major market but can advance no further. College graduate. Excellent references. Would welcome and can withstand the most rigid investigation. Reply to Box 776E, B•T.

Announcers

Warm-friendly tv personality, strong on newscasting, tops with commercials, expert interviewer. 11 years radio. 3 years outstanding tv. Now employed. Box 675E, B•T.

Technical

Assistant chief engineer is interested in responsible position with progressive organization. Thoroughly familiar with all technical and administrative phases of television engineering department, including operations, maintenance, systems design, budgets, personnel management, etc. Prefer west or midwest. For resume write Box 740E, B•T.

Technical

Engineer, 1st phone. Experienced and responsible. Desires permanent position with well established tv or am and tv operation in west or midwest. Box 759E, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Promotion manager. A young man with skill and experience in sales and station promotion. Four years television experience, 28, married. Box 700E, B•T.

Producer-director, 4 years experience medium market vhf. Desires progressive major market, permanent. Degree. Excellent background, experience. Box 747E, B•T.

Five years tv experience all phases, in one of three top markets. Presently employed. Extensive work on black-white and color camera, lighting, stage manager, etc., first ticket. Desire to devote specially to production-directing phase. Prefer large metropolitan area, east coast. Excellent personality. Write information to Box 764E, B•T.

Operations-program manager, experienced, mature executive (10 years tv-radio). Ready to move into position of greater responsibility. Married—three children. Currently program manager (4 years), medium market CBS basic vhf. Full resume on request. Box 773E, B•T.

Available immediately, practically-trained, top-flight production personnel, all categories. Call Northwest First. Northwest Radio & TV School, 1221 NW 21st, Portland 6, Oregon. Also Hollywood, Chicago, Washington, D. C.

FOR SALE

Stations

For sale: Single station market. Remote controlled kilowatt daytimer in south. Has always operated in the black. Excellent equipment. New station wagon with mobile unit. $55,000 cash, or $60,000 with terms. Box 707E, B•T.

Outstanding 250 watt station in the northeastern section. Long-established, locally accepted, with substantial billings. Will consider only persons who are public-spirited, who will retain present staff, and submit proof of ability to purchase with inquiry. Principals only. Box 758E, B•T.

Florida coastal established station. $120,000, some terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Tennessee daytimer single station market. Modestly profitable recent years. Growing area indicates growing potential. $75,000 total, 29% down. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Virginia daytimer with new equipment, non-metropolitan market. $65,000 total. Terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Alabama network station profitable. Majority interest, $50,000 with $19,000 down to reputable broadcaster. Paul H. Chapman Company, 84 Peachtree, Atlanta.

We were asked by a broadcaster who just sold his station to locate a property in one of top seventy-five markets, between 550kc and 990kc, fulltime. This man's youth and ability give you safety on the payout; he has $100,000.00 to invest with adequate working capital remaining . . . he wants action now; your inquiry would not necessarily be a general listing with us; write now in complete confidence . . . The Norman Company, 510 Security Building, Davenport, Iowa.

The Norman Company, 510 Security Bldg., Davenport, Iowa. **Sales,** purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

RCA TT-5A high band transmitter, factory converted to air cooling. Box 263E, B•T.

For sale: One RCA 70-D turntable complete with cabinet, filter, two arms (RCA microgroove are with cartridge and one-mil stylus and 16-inch ET arm with vertical-lateral universal head). In excellent condition. $250.00 F.O.B. Beatrice; we'll crate it. Also, one Gates CB-11 turntable chassis complete with three speeds, $75.00 F.O.B. Beatrice. We'll crate it. Write to Bud Pentz, KWBE, Beatrice, Nebraska.

150 self-supporting tower. Available soon. Reasonable. Write WBEC, Pittsfield, Mass.

For sale—one RCA 96-A limiting amplifier with power-supply and one complete composite Conelrad receiving unit. WRMN, Elgin, Illinois.

RCA-BTA-1L transmitter complete with one set tubes, crystal for 1480 kcs, wire for remote operation. Also Rust BTR-5AX remote control unit including R1-108-13A two meter panel to read modulation and frequency at studio. Power increase necessitates sale. Priced as package for $3,750, or separately, transmitter $2,950, and remote $950. Cash sale. Write or call Stanley Ray, OK Group. 505 Baronne Street New Orleans, Louisiana.

GET INTO BROADCASTING

Are you a beginner, looking for your first job in radio or television? The quickest and surest way to that first broadcasting job is through a

First Class F.C.C. License

This license is a "door opener." Then, once you are in you will have an opportunity to show your ability—to go places on our own merit.

Also, your F.C.C. license will give you extra earning power, job security, and added prestige.

Get your F.C.C. license now, and getting into broadcasting will come naturally.

For free booklet, write to the school nearest you—Washington, D. C., or Hollywood, Calif.

MAIL COUPON TO SCHOOL NEAREST YOU

GRANTHAM SCHOOLS, Dept. 12-C

821 19th St., N.W., Washington 6, D. C. OR 1505 N. Western Ave., Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my FIRST CLASS FCC license quickly. I understand there is no obligation and no salesman will call.

Name_____

Address_____ City_____ State_____

I am interested in: ☐ Home Study ☐ Resident Classes

FOR SALE

Equipment

Rek-O-Kut model VD deluxe dual-speed 16" recording turntable. Model M-5, 16" overhead recording mechanism with mounted MS-120 cutter, and extra MS-210 lead screw. Almost new condition. First $300. Check takes all. Tommy Bratton, Court Street. Winchester, Kentucky.

RCA-BTF 3B 3kw fm transmitter, four bay Andrew antenna, REL monitor, complete Gates audio equipment including 52CS console and two three-speed tables, two Magnecord tape recorders, and other station equipment. Contact A. E. Kester at The Music Room, 122 N. Michigan, South Bend, Indiana.

For sale: 435 foot self-supporting Truscon Tower. Now in storage. Contact U. L. Lynch, Technical Director, Farm & Home Radio, Grand Island, Nebraska.

WANTED TO BUY

Stations

Two top salesmen interested in buying am station in southeast or Florida. What have you? Reply Box 727E, B•T.

Equipment

Wanted: Good used 250 watt transmitter, turn tables and console. Box 658E, B•T.

Wanted panel truck suitable for tv mobile unit. Approximate dimensions required: Overall chassis length 22 ft.; overall body height 8 ft.; width 7 ft. 5". Box 756E, B•T.

Pre-1940 16" transcriptions wanted by private collector. Any label. Old transcription libraries also purchased, all or part. Box 730E, B•T.

Wanted: Tubes 6181, 6161, 4X150A, 4X250B. John Randolph, WISE-TV, Asheville, North Carolina.

Fm transmitter, 1-3-5-10 kw, associate equipment Edwin Kennedy, WILM, Wilmington, Delaware.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N. W., Washington, D.C.

RADIO

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Technical

ENGINEERS

Immediate openings for engineers with experience in any of these fields:

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Give your family a break. Get away from the traffic and rush of a big city. Enjoy the advantages of a small midwest city.
Advancement. Complete employee benefits.
Send details and photo to Personnel Director

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QUINCY, ILLINOIS

RADIO

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Disc Jockey who can really cut the mustard in a competitive medium sized midwestern market. We have reputation of programming outstanding music and news shows and the boy that fills these shoes has to know his onions as well as records. Starting salary commensurate with ability. Send resume, tape, picture to

Box 782E, B•T

Programming-Production, Others

PROMOTION MANAGER

Experienced Promotion Manager needed. He must be able to produce-write sales presentations, and handle all phases of promotion. This is an ideal opportunity for a fully qualified man to join progressive organization. Please send full information, picture in first letter.

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ADVERTISERS AGENCIES

HELP WANTED

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ADVERTISING AGENCY RADIO-TV SALESMAN

Experience in servicing and some selling of accounts essential. Must be good idea man and know Radio-TV thoroughly.

Will direct work of TV copywriter and work with top-notch artist.

Agency presently situated in upstate New York. Salary open. Future limited only by your ability to service accounts effectively, prepare and present proposals for new and increased business.

A good chance to go places in a growing department of a well-established agency.

Write fully, enclosing photo if you have one.

Box 565E, B•T

RADIO

Situations Wanted

Management

EXPERIENCED GENERAL MANAGER

Available for TV or Radio (or Both)

Because of conditions beyond his or my control, I, as President of a responsible corporation wish to recommend and help arrange personal interviews for an outstanding executive in TV-Radio management. This experienced executive has successfully filled a top management position in a major market for the last 16 years. He's exceptional in sales, programming and promotion, plus public relations and community affairs. For complete details write Box 762E, B•T.

TELEVISION

Help Wanted

Salesmen

LIVE IN SUNNY CALIFORNIA

If you can bill over $100,000.00 annually selling locally with major network TV affiliate in important retail market write

Box 754E, B•T

Technical

CHIEF ENGINEER

Enjoy living in the climate capital of the world.

Opening for a qualified Chief at Denver's fastest growing TV Station. RCA equipment. Channel 2.

write or Phone

Ray Gallagher

KTVR

550 Lincoln, Denver, Colorado.

BROADCAST ENGINEER AND WRITER

We are looking for a man with station experience who can write on subjects of interest to broadcast engineers on behalf of an equipment manufacturer.

You should be able to make station contacts for obtaining data and photographs as suitable background material. Further, you should be qualified to report facts and to write manuscripts suitable for publication. Above all, you should have a sincere desire to write about the engineering aspects of station operation.

Send resume of experience and education including salary range, together with samples of published articles to:

Mr. E. W. Taylor Dept. #E-1D
RADIO CORPORATION of AMERICA
Commercial Electronic Products Division
Camden 2, New Jersey

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RCA TV Equipment for LEASE or SALE

This is your opportunity to get into the TV business at minimum of cost. Complete UHF Channel 36-TV station, from live camera to antenna. All RCA equipment, used only 14 months. Save ten dollars by low monthly lease plan or buy part and lease part. Save 72% on the package.

VHF'er may have all but transmitter and antenna.

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All Professional Makes
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INSTRUCTION

We assure each student opportunity of accomplishing the . . .

FCC FIRST CLASS LICENSE IN 6 WEEKS . . .

We have doubled the number of students per class and must not exceed the limitation.

SORRY ENROLLMENT IS CLOSED UP TILL MAY 1, 1957

Reservations are presently accepted for all classes starting thereafter. A few openings still exist for our summer class.

W. B. OGDEN
Radio Operational Engineering School

1150 West Olive Avenue
Burbank, California

Continues from Page 120

application of Holiday Isles Broadcasting Co. for new am on 1590 kc, 1 kw, DA, D. Action Feb. 25.

INITIAL DECISION

Bath, Me.—Hearing Examiner Herbert Sharfman issued initial decision looking toward grant of application of Winslow Turner Porter for new am on 730 kc, 500 w D. Announced Feb. 26.

Routine Roundup . . .

February 27 Decisions

BROADCAST ACTIONS

By the Commission

Evansville, Ind.—Took action looking toward making Evansville-Hatfield-Owensboro area all-uhf commercial by shifting ch. 7 from Evansville to Louisville (giving Louisville its third vhf); assigning ch. 31 to Evansville to replace ch. 7, necessitating ch. 78 being substituted for ch. 31 in Tell City, Ind.; moving ch. 9 from Hatfield to Evansville, where it would be reserved for educational use instead of Evansville's present educational ch. *56; and shifting the latter ch. (56) from Evansville to Owensboro, Ky., for commercial use. Directed WTVW Evansville, to show cause why it should not change its operation from ch. 7 to ch. 31. Comrs. Doerfer and Mack dissented.

Fresno-Santa Barbara, Calif.—Took action looking toward making Fresno all-uhf by transferring ch. 12 from there to Santa Barbara; assigning ch. 30 to Fresno as a replacement; and substituting ch. 59 for ch. 30 in Madera in order to permit assignment of ch. 30 to Fresno. Ordered KFRE-TV Fresno, to show cause why it should not change from ch. 12 to ch. 30. Comrs. Doerfer and Mack dissented; Comr. Craven abstained from voting.

February 26 Decisions

BROADCAST ACTIONS

By the Commission

Vail Mills, Albany-Schenectady-Troy, N. Y.—Took action looking toward deletion of ch. 10 from Vail Mills, shift ch. 6 from Schenectady to Syracuse, and assignment of ch. 47 to replace ch. 6 in Albany-Schenectady-Troy area. General Electric Co. will be ordered to show cause why authorization for **WRGB (TV)** on ch. 6 Schnectady should not be modified to specify operation on ch. 47. Comrs. Doerfer and Mack dissented; Comr. Hyde concurred in result.

Elmira, N. Y.—Made Elmira all-uhf by substituting ch. 30 for ch. 9. This requires that ch. 37 be deleted from Auburn, N. Y. Comrs. Doerfer and Mack dissented; Comr. Craven concurred.

Springfield, Ill.-St. Louis, Mo.—Made Springfield all-uhf by deleting ch. 2 and adding chs. 26 and 36; gave St. Louis its fourth commercial vhf outlet by adding ch. 2 there, and gave Terre Haute, Ind., its second vhf channel (ch. 2). Also, deleted KTVI (TV)'s authorization for ch. 36 at St. Louis, giving it temporary authority to operate on ch. 2 there pending final action by the Commission on application for regular operation on ch. 2. Will issue order in Springfield ch. 2 adjudicatory proceeding making uhf channel available to **WMAY-TV Springfield,** conditional grantee, in place of ch. 12. Chairman McConnaughey and Comr. Doerfer dissented in part and concurred in part; Comr. Mack dissented; Comr. Craven abstained from voting.

Peoria, Ill., Davenport, Iowa, and **Rock Island-Moline, Ill.**—Made Peoria all-uhf by deleting ch. 8 and adding chs. 25 and 31, and assigned ch. 8 to Davenport-Rock Island-Moline. Will issue an order in the Peoria ch. 8 adjudicatory proceeding making a uhf channel available to **WIRL-TV Peoria,** conditional grantee, in place of ch. 8. Deferred action on request to assign vhf channel to Harrisburg, Ill.; proposal to be considered in separate petitions for rule-making. Comrs. Doerfer and Mack dissented; Comr. Craven abstained from voting.

Hartford, Conn., and Providence, R. I.—Concluded that ch. 3 should remain in Hartford and terminated proceeding in proposal to shift ch. 3 from Hartford to Providence. Chairman McConnaughey and Comr. Craven concurred in result; Comrs. Hyde, Bartley and Lee dissented.

Madison, Wis.—Concluded that ch. 3 should remain in Madison and terminated proceeding in proposals to change educational assignment from ch. *21 to ch. 3, or remove latter channel from Madison. Comrs. Hyde, Bartley and Lee dissented.

By the Broadcast Bureau

Actions of February 21

KBLI Blackfoot, Idaho—Granted permission to sign-on and sign-off at sunrise and sunset, until

EMPLOYMENT SERVICES

TOP JOBS—TOP PEOPLE
We have, or will find, just the person or job you're looking for.
Contact M. E. Stone, Manager . . . .
NATIONAL RADIO & TELEVISION EMPLOYMENT SERVICE
5th floor, 1627 'K' St. NW.
Washington, D. C.—RE 7-0343

Two great news organizations

KLIF in Dallas

and

KTSA in San Antonio

NEED TOP NEWSMEN . . . . if you've got a good authoritative news voice and news experience, we want an audition and background immediately:

Gordon McLendon
2104 Jackson Street
Dallas, Texas

P. S. Opening for one top disc jockey, too.

such time as station is able to complete change-over to daytime only on 690 kc, 1 kw.

WPFD Darlington, S. C.—Granted cp to replace expired cp which authorized increase power from 500 w to 1 kw and install new trans.

The following were granted extensions of completion dates as shown: **WMLF Pineville, Ky.**, to 3-21; **WMPT S. Williamsport, Pa.**, to 7-11; **WARE Ware, Mass.**, to 7-1, conditions; **WELO Tupelo, Miss.**, to 7-18, conditions; **KRBI St. Peter, Minn.**, to 5-7, conditions; **WCMB-TV Harrisburg, Pa.**, to 5-7, conditions; **WCMB-TV Harrisburg, Pa.**, to 8-26; **KVOO-TV Tulsa, Okla.**, to 8-24.

Actions of February 20

Granted licenses for following tv stations: **KERO-TV Bakersfield, Calif.**; **KDWI-TV Tucson, Ariz.**; **WDAM-TV Hattiesburg, Miss.**; **KTBS-TV Shreveport, La.**; **KRGV-TV Weslaco, Tex.**; **WDBO-TV Orlando, Fla.**; **WKJG-TV Fort Wayne, Ind.**; **WTVT (TV) Tampa, Fla.**

WOW-TV Omaha, Neb.—Granted license covering change to ERP vis. 100 kw, aur. 50 kw, ant. 590 ft.

WMSL-TV Decatur, Ala.—Granted mod. of cp to change ERP to vis. 9.33 kw, aur. 5.01 kw, type ant.

Remote Control

KPQ Wenatchee, Wash.; **WHLI Hempstead, N. Y.**; **KXRO Aberdeen, Wash.**

Actions of February 19

Granted licenses for following tv stations: **KTVK Phoenix, Ariz.**; **KWWL-TV Waterloo, Iowa**; **KOMU-TV Columbia, Mo.**; **KROD-TV El Paso, Tex.**; **KRIS-TV Corpus Christi, Tex.**; **KUON-TV Lincoln, Neb.**

KROD-TV El Paso, Tex.—Granted mod. of cp to change ERP to vis. 61.7 kw, aur. 30.9 kw, type trans., correct geographical coordinates and ant. data.

Actions of February 18

The following were granted extensions of completion dates as shown: **WGLV Easton, Pa.**, to 3-25; **WWTV (TV) Cadillac, Mich.**, to 5-8; **KUMV-TV Williston, N. D.**, to 5-18; **KICA-TV Clovis, N. M.**, to 5-28; **KOTI Klamath Falls, Ore.**, to 9-3; **WGMS-FM Washington, D. C.**, to 9-10.

February 26 Applications

ACCEPTED FOR FILING

Modification of Cp

Following seek mod. of cp to extend completion dates as shown: **KHSL-TV Chico, Calif.**, to 6-15-57; **WTLC (TV) Canton, Ohio**, to 8-15-57.

February 25 Applications

ACCEPTED FOR FILING

Modification of Cp

WAMD Aberdeen, Md.—Seeks mod. of cp to extend completion date.

License to Cover Cp

WEAR Pensacola, Fla.—Seeks license to cover cp which authorized new trans.

WDAT South Daytona, Fla.—Seeks license to cover cp which authorized new am.

Renewal of License

WTSA Brattleboro, Vt.

February 21 Decisions

BROADCAST ACTIONS

By the Commission

Harvard Radio Broadcasting Co., Cambridge, Mass.—Granted cp for new Class B fm, 107.1 mc; ERP 96 w. Waived sec. 3.261 of rules to permit station to cease operations during the Christmas vacation period and during the summer vacation period of Harvard University.

University of Kansas City, Kansas City, Mo.—Granted cp for a new noncommercial educational fm, 89.3 mc; ERP 450 w.

WGCS Green Cove Springs, Fla.—Granted mod. of cp to change station location to Arlington, Fla. Program tests not to be authorized until Owner William F. Askew has submitted proof to show that he has severed all connections with **WOBS Jacksonville.**

WHLI Hampstead, N. Y.—Granted increase power from 250 w to 10 kw, with DA-D, engineering conditions.

KCRE Crescent City, Calif.—Granted change of frequency from 1400 kc to 1240 kc, continuing unl. with 250 w.

KZUN Opportunity, Wash.—Granted change of facilities from 1270 kc, 1 kw, D, to 630 kc, 500 w, D. Engineering condition. Trans. remote control.

KFJM Grand Forks, N. D.—Granted license covering change from 1440 kc, 500 w, 1 kw-LS, S-KILO, to 1370 kc, 1 kw, D, and waived Sec. 3.71 of the rules to extent that station will be permitted to operate six hours daily until Oct. 1.

WINZ Miami-Hollywood, Fla.—Granted mod. of license to specify location as Miami and change name of licensee to Rand Broadcasting Co.

La Plata Electric Assn. Inc., Durango, Colo.—Granted cp for new tv translator on ch. 74 to translate programs of **KOB-TV (ch. 4), Albuquerque, N. M.**

Manson Community Tv Co., Manson, Wash.—Granted cp for a new tv translator on ch. 70 to translate programs of **KREM-TV Spokane.**

WLAC-TV Old Hickory, Tenn.—Granted cp to change station location to Nashville.

February 21 Applications

ACCEPTED FOR FILING

Modification of Cp

WKTV (TV) Utica, N. Y.—Seeks mod. of cp to extend completion date to 5-18-57.

UPCOMING

March

March 8: Ohio Assn. of Radio and Television Broadcasters, Biltmore Hotel, Dayton.

March 10-11: Texas Assn. of Broadcasters, San Antonio.

March 15: Board of Governors, Canadian Broadcasting Corp., Canadian Senate, Ottawa, Ontario.

March 13-16: Assn. of National Advertisers, spring meeting, The Homestead, Hot Springs, Va.

March 18-21: Annual convention and engineering show, Institute of Radio Engineers, Waldorf-Astoria and New York Coliseum, New York City.

March 20-21: Michigan Assn. of Radio and Television Broadcasters, Hotel Olds, Lansing.

March 20-22: Continental Advertising Agency Network, Rickey's Studio Inn, Palo Alto, Calif.

March 22-23: Alabama Broadcasters Assn. spring meeting, Dinkler-Tutwiler Hotel, Birmingham, Ala.

March 30: Florida United Press Broadcasters-Telecasters Assn, Langford Hotel, Winter Park, Fla.

April

April 7-11: NARTB annual convention, Conrad Hilton, Chicago.

April 24-26: Annual Conference, American Public Relations Assn., Warwick Hotel, Philadelphia, Pa.

April 25-27: Annual meeting of the American Assn. of Advertising Agencies, the Greenbrier, White Sulphur Springs, W. Va.

April 25-28: Annual convention, American Women in Radio & Television, Chase Park-Plaza Hotel, St. Louis.

BROADCASTING TELECASTING

THE BUSINESS WEEKLY OF RADIO AND TELEVISION

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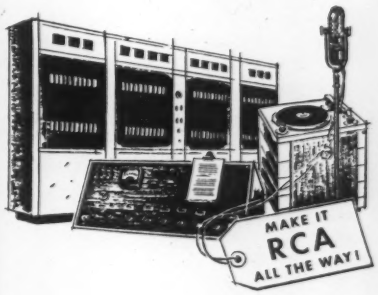

You can save yourself headaches by making RCA your single source of equipment and service...

RADIO CORPORATION of AMERICA

RCA Tmk (s) ®

As It Should Be

IN REFUSING last week to adopt the report of its staff recommending broad "tests" of subscription television the Senate Commerce Committee acted with statesmanlike restraint.

If the committee had issued the report as its own, the weight of Senate influence would have been thrown behind the campaign for toll television and the FCC perhaps stampeded into hasty action.

As it is, there will be time for sober consideration of the very real dangers inherent in the approval of a toll system using broadcast frequencies. The biggest danger, of course, is that present program service would be degraded and the public eventually forced to pay for shows which it now receives free.

As we have said before, to put subscription television on the air would be to redefine the mission of television. It would no longer be "broadcasting." It would be "narrowcasting."

We also see the danger of federal rate control if subscription television were authorized to use the airlanes. At the outset, some degree of government rate fixing would obviously be involved. Inexorably the trend would be toward more and more rigid rate regulation—extending perhaps even to advertising rates on whatever was left of the free television service.

We still have seen no cogent argument against the proposal that toll television be transmitted by closed circuit, delivered by wire to the homes of subcribers. That would keep fee tv separate from free tv and would protect the public against deterioration of the free service it has become accustomed to receive.

Bitter-Sweet

IT DEPENDS on where you sit whether the FCC's ratification last week of a dozen previously-leaked deintermixture cases (plus one new eruption) is good or bad.

There can be no doubt that the composite effect of the decisions gives new hope to long-suffering uhf operators who have been seriously debating whether to continue their struggle or go dark. Conversely, there are glaring inconsistencies in certain of the decisions which will call for some tall explaining by the FCC in its appearances this week before Senate and House committees.

The actions, of course, are not automatically effective. Those who are aggrieved have recourse to the courts, at whose hands the FCC has not fared too well in recent months. Three decisions to delete existing vhf stations by moving their channels to other areas obviously are actionable if the licensees do not agree voluntarily. But, based on long precedent, the odds are that the FCC's right to devise and revise allocations to provide what it regards as more effective competition, will be upheld.

In situations of this kind, requiring bold, if not always just action, the FCC must look at the whole broad picture, rather than the individual entities affected. Thus, the contention is that this junior reallocation would introduce needed competition in a number of markets where service is required, and also keep uhf alive. Without uhf, our tv structure, at this state of the art, would suffer from excruciating scarcity, with the inevitable result of downgrading of the whole vhf spectrum and far more stringent regulation.

ABC-TV particularly stands to benefit from the projected changes, by acquiring third outlets, whether vhf or uhf, in key markets. It also will mean horizontal competition for all three networks in a number of new markets heretofore having only one or two outlets, with a possible chain reaction through mergers of rival applicants.

The FCC may have to back-track on one or two actions to bring consistency into its deintermixture policy. It can't be right in removing vhf stations from two otherwise uhf markets while leaving a vhf in another market almost identically situated.

In broad perspective, however, the conclusion is inescapable that the FCC, in most of its actions last week, was attempting to follow the mandate of Congress and of the law—something it hasn't been doing in other recent decisions. It took fortitude, and resistance to heavy pressures, for the FCC to act as it did. The painful result of deciding allocations questions is that where one is helped, others may be hurt.

Had the FCC continued to dawdle, it would have faced drastic and summary action by Congress. Serious consideration has been given to Congressional assumption of the allocations function to "clean up the mess," or even of ripper legislation to wipe out this commission and start over again.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"There's a rumor going around, Miss Furness, that the doors on next year's model will open automatically."

False Alarm

IN RECENT weeks there has been more than a smattering of pessimistic talk that spot television business is suffering the doldrums for the first time since tv burst on the national scene. It's doleful, sometimes frightened talk which a little thoughtful analysis will show to be largely unwarranted.

The fact is that after years of boom and burgeon the "infant" medium is beginning to mature. It's becoming stabilized. This is a natural result that must come at some stage in any business, no matter how spectacular its growth in the formative years.

No stations can or ever could expect to go on forever racking up gains as great, percentage-wise, as those which many of them have been recording for the past few years.

The most frightening part of the pessimistic talk, it seems to us, is what it might lead stations to do. There are signs that some stations already have been led—or misled—into concocting special deals that in effect amount to rate cuts.

NBC has borne the brunt of representatives' criticism for the plan which it is offering on some of its owned stations, whereby an advertiser buying a pre-emptable 20-second spot in triple-A time can get a bonus of nine other 20-second spots in daytime periods where availabilities exist.

The arguments over the NBC plan—which NBC authorities strongly defend—serve at least to sharpen the point we are trying to make. Whatever the merits or demerits of this particular plan, stations would be poorly advised to price themselves downward, under any guise, out of fear that it's the only way they can get business.

Wholesale rate-cutting, however accomplished, can lead only to havoc—as radio broadcasters learned a few years ago to their great sorrow. Indeed they now realize that radio was underpriced from the start.

Neither television time nor radio time is distress merchandise.

For Creative People Only

TO JUDGE by the earnest discussions and impressive attendance at the Westinghouse Broadcasting Co.'s program conference in Boston last week, program people could find real value in regularly scheduled meetings of their craft.

As we have complained before, broadcasting suffers from an overdose of meetings—but most of them are designed for top management. It would not add to the present drain on managerial time if program officials had national conferences of their own. Arranged with the meticulous planning that characterized the Westinghouse meeting last week, these conferences could generate many useful ideas.

The Westinghouse meeting was originally conceived as a clinic in public service programming. As the meeting progressed, it went far beyond that limit. All kinds of programming were discussed, and many creative urges were undoubtedly stimulated. Westinghouse is to be congratulated for invigorating creative thinking last week and for dramatizing the value of future meetings of that kind.

Some people believe that anything which is new is not good. This is reactionary

★ ★

Others believe that anything new is good because it's new... This is revolutionary

★ ★ ★

At KSTP, 1957 brought many new developments... the whole Northwest is talking about them. And they're good because they're good for business... your business.

★ ★ ★

First, there's a new QUALITY programming concept, the result of months of scientific research in 10,000 Northwest homes to determine what radio listeners want to hear and when they want to hear it.

★ ★ ★

Second, KSTP's new $125,000 transmitter delivers the new shows with HI-FI quality for better reception and easier tuning.

★ ★

Third, the revised and expanded KSTP music library now includes 40,000 selections of the world's finest and most popular music.

★ ★

Fourth, KSTP's new Mobile Unit, plus NBC's Hot Line Service delivers instantaneous coverage of local, national and international news.

★ ★

It all adds up to Radio '57 Style from the "Northwest's QUALITY Station". For further information, contact your nearest Petry office or a KSTP representative.

KSTP Radio

MINNEAPOLIS • ST. PAUL ***Basic NBC Affiliate***

"The Northwest's *QUALITY* Station"

Represented by Edward Petry & Co., Inc.